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## **News Release**

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### **LOCAL MATTERS NAMES JOHN KEMP SENIOR VICE PRESIDENT OF VOICE AND WIRELESS BUSINESS**

**DENVER, Colo. February 3, 2006** - Local Matters, Inc., a provider of specialized technology and media solutions for Yellow Pages publishers and 411 service providers, today announced that John Kemp has been named senior vice president of the company's Voice and Wireless business. In this position, John will have executive responsibility for all development, sales and support for the Local Matters' directory assistance and mobile messaging solutions.

"John brings a combination of industry knowledge, executive leadership and business acumen to the team," said Perry Evans, CEO, Local Matters. "For the past four years John has been the lead worldwide sales executive for our directory assistance and mobile messaging portfolio and has gained a comprehensive understanding of market demands as well as service provider needs that will help us drive growth and deliver value to the market."

Most recently, John was the vice president and general manager of Europe, Asia-Pacific, Middle East and Africa for ISx, a Local Matters company. John also has held several executive positions in the publishing, advertising and information services markets with leading companies including IBM and Volt Information Sciences. He spent more than 20 years with The Thomson Corporation, attaining board-level responsibility for sales, marketing and publishing and information technology.

#### **About Local Matters**

Local Matters, Inc., with more than 40 customers in 18 countries, provides specialized technology products and media services that enable Yellow Pages publishers and 411 service providers to capitalize on emerging opportunities in the local search market. Local Matters' products and services are designed to allow its clients to deliver improved online and voice-based local search services, creating expanded advertising and other revenue opportunities. Visit the company at [www.localmatters.com](http://www.localmatters.com).

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