

**FREE DIRECTORY ENQUIRIES SERVICE OFFERS UNIQUE NEW 'IN CALL'
ADVERTISING OPPORTUNITY**

- Alliance & Leicester and EDF Energy among launch advertisers -

The UK's only free directory enquiries service launches today, presenting a new opportunity for advertisers to reach potential customers in a unique, immediate and personalised way.

0800 100 100 does not charge callers from mobiles, landlines or cable networks, and is the only free directory enquiry service to be answered by trained operators, rather than an automated service, with all operators based in UK call centres.

0800 100 100's free service is sustained through advertising: callers will be asked to listen to a short (up to 20-second) message before they receive their requested information. Uniquely, advertising will be relevant to the individual query, and many will offer exclusive discounts. Household names such as Alliance & Leicester, EDF Energy and Anglian Home Improvements are among the advertisers signed with **0800 100 100** at launch.

The unique targeting of the advertiser's message means that if a caller requests the number for their energy provider, for example, the message they listen to will be a linked offer from EDF Energy. The caller simply has to press a button to connect directly through to the advertiser's call centre. Advertisers will also get a second opportunity to reach their prospect by having their advertisement displayed on the text message the caller receives with their requested number. **0800 100 100** offers advertising partners exclusivity in ten market categories, from entertainment to utilities, telecoms to home improvement, as well as a general category to reach broader audiences.

As marketers seek new ways to make their budgets work harder, the new **0800 100 100** free service will offer them a unique way to reach customers when they are most receptive. Unlike traditional media, the **0800 100 100** service does not bombard the caller with multiple adverts and will only

provide one advert per call.

One of **0800 100 100**'s founders, Murray McPherson, said: "**0800 100 100**'s service presents a personalised opportunity for advertisers to reach their potential customers. Our advertising model, 'in-call advertising', is a totally new media category in the UK – and is the first to reach people one-to-one via their mobile phones. Marketers have been dreaming of such an opportunity for years.

"We offer companies the ability to communicate with their customers in a direct, targeted and immediate way – and the success of ad campaigns with **0800 100 100** can be measured quickly and accurately. With high consumer demand for free directory enquiries, and advertisers such as EDF Energy and Alliance & Leicester already signed up, we're confident that our advertising partners will realise the benefits and potential this new medium brings to them."

Ad funded, free, directory enquiry services have already proved to be highly successful in the US – and we expect **0800 100 100** to be welcomed by British consumers who now have access to the free information they deserve.

Martin Aylward, EDF Energy Head of Acquisition Planning & Performance added: "Working with **0800 100 100** will provide us with a new, innovative, channel to contact our prospective customers in a targeted way – and to reach our competitor's customers. The success of similar services in the US show that there's significant demand for free directory enquiries services, and that callers are receptive to hearing relevant advertisements during a call."

The UK directory enquiries market is currently fragmented, with some 400 providers competing for customers who need help finding phone numbers. With 118 calls costing up to 79p¹ just to connect to the service, forecasts predict this new number will save the average user £18.87 a year².

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