

## **FREE DIRECTORY ENQUIRIES SERVICE LAUNCHES**

**- Saving Brits almost £300 million a year-**

For many Britons, it is the priciest call they make, with the nation squandering at least £298 million a year on 118 directory enquiries numbers.

This sum is set to vanish, however, as this week sees the launch of **0800 100 100** - a brand new directory enquiry service that is entirely FREE to call.

With 118 calls costing up to 79p just to connect to the service, forecasts predict this new number will save the average user £18.87 a year.

Research from **0800 100 100** reveals close to a third (32 per cent) of UK callers don't know how much it costs to call 118 directory enquiry services and are therefore unaware of the extortionate rates.

The top three most used directory enquiry services charge upwards of 66p<sup>4</sup> per call, with 118 118 charging a 69p fixed charge and 19p per minute from the beginning of the call.

Four in 10 (40 per cent) users believe that 118 operators drag out conversations to boost costs. While over two-fifths (43 per cent) of callers who request connections via traditional 118 services claim they have never been informed that this incurs an additional charge.

**0800 100 100** does not charge callers from mobiles or landlines as the service is entirely sustained through advertising: callers are asked to listen to a short (up to 20 seconds) message before they receive their number.

The majority of the advertising, from Alliance & Leicester, EDF Energy and Anglian Home Improvements for instance, will be relevant to the individual query and could offer exclusive discounts.

**0800 100 100** co-founder, Isabel Magan-Campbell, said: "**0800 100 100** operates without any cost to the consumer and will be carried on all networks, ending the days of overpriced information, when of course this information should be free."

"Many Brits are banned from calling 118 numbers on their company landlines and mobile phones because it is so costly, which can be incredibly frustrating in the work environment when you urgently need information. However the new number, **0800 100 100**, will be entirely free of charge."

**0800 100 100** is the only free directory enquiry service to be answered by real people, rather than an automated service, and all operators are based in UK call centres.

**ENDS**