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**Eniro Named “Best Mobile” and “Best European” Directory Assistance Service**

*BTSLogic Powers Award Winning Innovation in 118 Service*

**Stockholm and Maryland Science and Technology Center, Bowie, MD – October 10, 2006** -- Eniro and BTSLogic (www.btslogic.com), announced today that industry analyst group 118Tracker.com has selected Eniro the 2006 “Best Mobile Service” for the second year running. In addition, Eniro also won the award for “Best European Service.”

“BTSLogic is proud to provide the Directory Assistance platform technology and open systems for Eniro’s service,” said, Masoud Loghmani CTO of BTSLogic. “More and more users are demanding services that enhance their mobile lifestyle. By deploying flexible, innovative and open architectures, service providers are able to gain both market and mind-share.”

Launched in 2005, Eniro’s Mobile Enquiry Service allows mobile users to conduct an SMS search, and receive the result by SMS along with a map of the area around the returned listing. The service uses the open interfaces and underlying search capabilities of BTSLogic’s BTS-DA search engine.

“We have seen an increase of competition in our market and have responded by providing greater value to our customers through personalization and new services,” said Barbaro Sjölander, President of Eniro. “Developing these value added services has transformed our offering from traditional directory assistance to a personal information service, particularly for mobile users.”

The “Best Mobile Service” Award evaluated of best practices in the areas of: “Consumer Expectation, need and usability, Commercial Impact, Service Quality and Performance Management, use of Technology and, of course, Innovation.” According to the panel, Eniro has: “directly addressed the needs of mobile callers, with access to their DQ from abroad, ‘My Nearest’, WAP push of maps and availability of mobile numbers demonstrating the most comprehensive range of services focused on the needs of mobile customers.”

The “Best European Service” Award evaluation recognized “customer and employee requirements as well as delivering an excellent service.” In this category, the panel lauded Eniro for, “Their focus on quality, consistent improvements and future growth has allowed them to stand out against the competition.”

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The award was announced at the 2006 International Directory Assistance Conference and Awards. The 118Tracker.com rankings were determined by a panel of independent experts. (118 is the European equivalent of 411 in the United States.) For more information visit: <http://www.118tracker.com/index.shtml>.

### **About BTSLogic**

LogicTree Corporation's BTSLogic Information Services division provides total solutions for operator service providers, yellow pages/online information services, and telecom carriers worldwide. BTSLogic's best-of-breed, multi-modal content search and delivery platform uses the power of Open Standards to seamlessly integrate speech automation, agent desktops, middleware, and search engine technologies. We give information service providers the business agility to succeed by offering the innovative services and accurate information that consumers want, anywhere and anyhow. For more information, visit [www.BTSLogic.com](http://www.BTSLogic.com).

### **About Eniro 118 118**

Eniro 118 118 (Formerly Telia Respons, Sweden) is the leading DA Company in the Nordic region. Eniro 118 118 AB is part of the Eniro Group ([www.eniro.com](http://www.eniro.com)). Eniro is the leading search company in the Nordic media market. Eniro offers the best channels for buyers and sellers who want to find each other easily, thus bringing users closer to a transaction. Through deep, local and quality assured information ever present in channels preferred by the users, finding people, businesses and products becomes easy. Among the channels are directories, directory assistance, Internet and mobile services.

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