

**Press release****Cooperation between Swisscom and PubliGroupe in the  
"Search & Find Online" domain**

Berne/Lausanne, 31 October 2007 – Swisscom and PubliGroupe have been cooperating in Switzerland since 1999 in a joint venture for the publication and commercialization of printed and online directories. Alongside printed products for which demand remains very high, the services offered by the Internet and mobile telephone platforms are becoming increasingly important; at the same time, however, they are exposed to strong and ever-growing competition, mostly of international origin. To be better equipped to take up the challenges presented by the intense competition between Internet platforms providing online directories and search engines for local information, the joint venture-partners, PubliDirect and Swisscom Directories, will continue their activities within the joint venture and intensify their cooperation in the area of "Search & Find Online" services.

For these purposes, the Internet platforms operated today by PubliDirect, [www.local.ch](http://www.local.ch), and Swisscom Directories, [www.whitepages.ch](http://www.whitepages.ch) and [www.theyellowpages.ch](http://www.theyellowpages.ch), will gradually be brought together under the aegis of local.ch Ltd. This company will be owned by Swisscom Directories. Swisscom and PubliGroupe will support local.ch Ltd. to enable it to extend its services provided on the Internet and by mobile telephone and to make [www.local.ch](http://www.local.ch) a leader on the highly competitive market for search engines for information and commercial offerings targeted on the local markets. This project will be managed by Dorian Selz, the present CEO of local.ch Ltd. Commercial sale of advertising space of local.ch Ltd. will continue to be handled by PubliDirect's sales organizations.

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