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**NEWS ALERT**

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**French Directory Service 118 218 Le Numero Implements Agendize Click-to-Save and Click-to-Share Conversion Tools**

A pioneer among French digital directories, 118 218 Le Numero was the first online directory service in France to allow users to send listing information via SMS. Continuing its innovation, 118 218 has now become the first French directory to adopt the Agendize conversion tools and offer its users the ability to automatically capture contact information to save to their personal devices or share with others.

The 118 218 site is a subsidiary of U.K.-based directory assistance provider The Number. It is the leading directory assistance service in France, commanding a 40% overall market share and drawing more than 150,000 monthly visitors to its web site. Recently, the site was named First in Quality of Service by an independent survey conducted by ARCEP-TNS Sofres.

"Our goal," said 118 218 Le Numero's Marketing Director Peter Samak, "is to differentiate our service by providing the most information about individuals and companies – and the most ways to save and share that information – than any other directory service. Agendize helps us achieve that goal in a powerful way."

"There are numerous digital directories in Europe who have already implemented the Agendize service: Gotya in Austria and QDQ Media in Spain, for example." commented Alexandre Rambaud, Chairman and CEO of Agendize. "We are extremely proud that 118 218 Le Numero is the first directory in France, our home country, to offer this capability to its users."

**About Agendize**

Privately held and founded in December, 2002, Agendize has developed a powerful, patented software platform that allows any critical information to be transferred from a website, a mobile internet site, or an e-mail to save on a personal device or share with others via a variety of formats – all with a simple click. Plus, with Click-to-Call functionality, users can contact the online advertiser or web merchant immediately. This new technology allows internet advertisers, commercial and professional directories, and web merchants to create a more intimate relationship with their customers and prospects and to generate incremental revenue. Agendize is based in Troyes, France with an office in the U.S. in Dallas, Texas.

Visit us on the web at: [www.agendize.com](http://www.agendize.com)

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