



## **AgendizeMe Gives SMBs the Marketing Edge to Engage the Social Consumer**

*Agendize Provides Small Businesses and Entrepreneurs Access to Its Powerful Call-to-Action Platform For Click-to-Call and Click-to-Save & Share Services*

**San Diego, CA – September 24, 2007**—Turning the last mile of customer interaction into customer action is a daily marketing challenge for large enterprises and small businesses alike. With the launch of AgendizeMe at DEMOfall 07, small- to medium-sized businesses (SMBs) and entrepreneurs will now have easy, self-service access to the patented Agendize Call-to-Action Platform for click-to-call and click-to-save & share services that let customers effortlessly and instantly move information from Web sites, blogs, ads and emails onto more than 50 different applications and personal devices.

“Engaging the online customer and closing in on that all-important ‘last mile’ is critical to the success of any company, and is especially challenging for small businesses with limited resources,” says Agendize founder and CEO Alexandre Rambaud. “AgendizeMe gives SMBs the right tools to transform customer interest into customer action. Now any business can instantly upgrade its sites, ads or emails so that its customers can easily find a restaurant on their iPhone, IM or text message/SMS the site to colleagues, Digg the shop for all their friends to see, make recommendations on Facebook, or even call without having to pick up a phone. In short: to take action.”

The Agendize Call-to-Action Platform currently powers 20 of the world’s leading online classifieds and directories, including Yellow Book USA, Kelly Search, CanWest and Yellow Pages Canada, to extend the reach and duration of their advertisers’ online content by making it possible for users to extract information from the Web and save it to different devices or share it. More than one million SMBs have already benefited on directory sites that use Agendize, and now all SMBs can use AgendizeMe to offer this same functionality directly within their own sites, ads and emails.

Each customizable AgendizeMe call-to-action button takes just a few clicks to set up, and at \$49 annually, instantly upgrades all of an SMB’s Web sites, ads or emails, enabling its users to move content—along with links back to the SMB—to the devices and applications they use most, such as personal address books and agendas, desktops, PDAs, instant messengers, emails, mobile phones (via SMS) and social bookmarks such as Facebook, Yahoo! MyWeb and del.icio.us. AgendizeMe also provides live reporting that lets advertisers track the performance of their content on the Web and across more than 50 devices and applications.

“It’s becoming more and more important that sites connect with social consumers by engaging them across the many different applications and devices they use every day,” said Chris Shipley, executive producer of the DEMO conferences. “A springboard to better and increased conversion rates, AgendizeMe lets smaller companies benefit from Agendize’s proven customer engagement techniques by offering a limitless variety of social communication options to their customers.”

Today, at the DEMOfall 07 conference in San Diego, CA, AgendiZe founder and CEO, Alexandre Rambaud, will showcase how any SMB or individual can make their Web sites, ads or emails actionable for social consumers.

**About AgendiZe** (<http://www.agendize.com>)

The AgendiZe Call-to-Action Platform enhances any online marketing, advertising and e-commerce effort by engaging the social consumer. AgendiZe offers a complete suite of click-to-call, click-to-chat, click-to-save and click-to-share services that integrates with more than 50 popular chat, mobile messaging, calendar, social bookmarking, email and enterprise communications services on a wide variety of personal communications devices. Founded in 2002 and privately held, AgendiZe has offices in Troyes, France and Texas, U.S. For more information visit: <http://www.agendize.com>

**About DEMO**

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E\*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit: <http://www.demo.com>

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