



**AgendiZe Introduces Click-to-Contact-Now Options to its
Comprehensive Suite of Online Advertising Conversion Tools**
*Unified Conversion Platform Dramatically Increases Options for Advertisers to
Connect – and Stay Connected – with Consumers*

GRAPEVINE, TX – November 21, 2006 – AgendiZe today announced the addition of an interactive dimension to its already-robust suite of proven conversion tools for online publishers and advertisers. With new Click-to-Contact-Now options, online directory and classified ad publishers can now offer their advertisers a powerful, cost-effective tool in the arsenal to capture and keep users.

The new Click-to-Contact-Now options include Click-to-Call, Click-to-Skype or Click-to-Skype Out, or Click-to-Email the advertiser. The AgendiZe conversion platform also includes Click-to-Save & Share, which provides users over a dozen options for saving and sharing advertiser information, and MyDirectory, a publisher-branded, personal webspace for users to save and enhance listing information and personal contacts.

With the comprehensive AgendiZe Click-to-Save and Click-to Share options, any vital business contact information -- such as addresses, phone numbers, directions, photos or special promotion coupons -- can be moved directly to virtually any user application or device: address books, desktops, PDAs, emails, printers, instant messengers, or even mobile phones.

The AgendiZe toolset enables directories and online classified ad publishers to extend the reach and duration of an advertiser's relationship with users beyond the online user session to other devices and across time, increasing the effectiveness of advertising and improving advertiser retention. Overall, 27% of users at sites that have deployed the full suite of AgendiZe tools choose a Contact Now option, 26% prefer to share with others, and 48% save the information for later action.

“We continue to focus on providing more – and more measurable – means for enhancing the relationship between the online advertiser and consumer,” said Alexandre Rambaud, founder and CEO of AgendiZe. “Forecasts call for the revenues from directional media (advertising that is delivered to potential buyers when they are in the process of making a purchase or buying decision via Yellow Pages, local search and classifieds advertising) to reach \$119.8 billion globally in 2010. AgendiZe is the only vendor offering a complete range of solutions for improving performance-based online advertising.”

The Click-to-Call Process

AgendiZe Click-to-Call is the most cost-effective way to connect consumers with advertisers via the telephone. The call is tracked back to its online source, ensuring that results are measurable and linking the online query with the offline close.

The consumer initiates the call by clicking on the advertiser's Click-to-Call icon or button, then entering his or her own phone number in the box.

YellowPages

Talk by Phone

To talk with us, please enter your phone number.
(You'll need an open phone line to receive this call)

1 - Select your country first: [Select your country] ▾

2 - Your number: [+15556432986]

3 - Call us: [Right now] ▾
Right now
In 5 minutes
In 15 minutes
In 1 hour

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The system initiates a call to the consumer's phone, and after a slight delay, to the advertiser's phone.

The consumer avoids the cost of the call and a trackable event linked directly to the ad is created, benefiting both the advertiser and the publisher. Easy-to-use reporting tools clearly illustrate each ad's results. Click-to-Call buttons from Agendize can easily be deployed on millions of products and listings, within banner ads, e-mail messages, or even within shopping carts.

About Agendize

Privately held and founded in December, 2002, Agendize provides a suite of innovative and patented solutions that enables online publishers to offer enhanced value to advertisers and users by allowing consumers to move and share advertising content with just a single click. With Agendize Click-to-Call and Click-to-Save & Share buttons, consumers can contact advertisers directly by phone or e-mail, or they can store or share web content with others using over a dozen different devices and technologies, including: e-mail, instant messaging, cell phones and printers. Consumers value these tools – 92% of users surveyed said they would be more likely or much more likely to return to a site that offered this toolset.

Agendize has over 26 million buttons deployed at over 10,000 websites worldwide. Customers include Yellow Pages Group (YPG), Canada's largest online directory, Infoserve in the U.K., and other leading directory and classified advertising sites worldwide. The company has offices in the U.S. and Europe. Agendize is a member of the Yellow Pages Association (YPA), the Association of Directory Publishers (ADP), and of the European Association of Directory and Database Publishers (EADP).

For more information, visit: www.agendize.com

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