



AgendiZe Powers Yellowbook.com with Social Shopping and Ad Sharing Tools

Enables Yellow Book advertisers to ignite the word-of-mouth potential of their listing

GRAPEVINE, TEXAS – September 12, 2007 – With 26 million online word-of-mouth influencers nationwide*, marketing has entered the age of the social consumer. Today, AgendiZe entered into an agreement with Yellow Book USA, a leading national yellow pages and online local search company, to provide its nearly 700,000 local advertisers and business customers with a powerful suite of tools that enables heightened interaction and communication with today's online consumers.

Through this agreement, Yellow Book will deploy the AgendiZe call-to-action capabilities on Yellowbook.com's business directory listings, including Click-to-Save & Share and Click-to-Call features. The AgendiZe services went live in September 2007. This partnership reinforces Yellow Book's commitment to provide the most innovative online options for consumers and advertisers.

"AgendiZe call-to-action tools have great potential to deliver significant added value by making it easier for buyers to connect to businesses," said Alfred Chow, Director - Yellowbook.com. "Ultimately, we selected the AgendiZe suite because we were impressed with the depth and breadth of its offering."

With AgendiZe Click-to-Save & Share, users can automatically transfer the information contained within each Yellowbook.com directory listing – addresses, phone numbers, directions, special promotions, or even coupons – to more than 50 online or wireless services and devices. The wide variety of destinations includes 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. Additionally, consumers can choose to connect immediately with an advertiser via the AgendiZe Click-to-Call functionality.

The AgendiZe Call-to-Action Platform provides an opportunity for Yellowbook.com advertisers to build deeper relationships with customers and prospects by facilitating consumer interaction and feedback. Call-to-action activities can also be tracked, providing accurate feedback on the effectiveness of each local ad listing.

The agreement with Yellow Book gives France-based AgendiZe and its recently established North American presence outside of Dallas in Grapevine, Texas a strong foothold in the United States.

"The AgendiZe Call-to-Action Platform offers a powerful resource for online advertisers to improve conversion rates as well as for online directory publishers to grow a site's user base and increase customer loyalty," said Alexandre Rambaud, founder and CEO of AgendiZe. "AgendiZe is already available on a half million business listings and more than 15 million total listings across Europe. With our partnership with Yellow Book, we

can now offer our powerful Click-to-Save & Share and Click-to-Call tools to local advertisers and businesses across the U.S.”

Alexandre Rambaud, CEO AgendiZe, Gordon Henry, CMO Yellow Book USA and Chow will speak on panels at the Kelsey Group’s DDC2007: The Future of Yellow Pages conference in Reston, Virginia, on September 18, 2007.

*eMarketer, “Word-of-Mouth Marketing: Winning Friends and Influencing Customers”, By Debra Aho Williamson, June 2007.

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

The AgendiZe Call-to-Action Platform enhances any online marketing, advertising and e-commerce effort by increasing the quality of user interactivity. AgendiZe offers a complete suite of Click-to-Call, Click-to-Save, and Click-to-Share solutions 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 Yellow Book USA

Yellow Book USA is the #1 independent publisher of print and online yellow pages directories nationwide. Founded in 1930, Yellow Book published nearly 1,000 printed directory editions in its 2007 fiscal year with a circulation of approximately 123 million. The company's online directory, yellowbook.com, reaches millions of users via computers and mobile phones through organic web searches and through Yellow Book's network of partner sites. The Yellow Book Network was recognized by comScore as the fastest growing internet yellow pages 1st Quarter 2006 to 1st Quarter 2007, with an unprecedented 85% growth. The company's humorous advertising campaigns have made Yellow Book one of the nation's most recognized brands. Yellow Book has approximately 6,000 sales employees, one of the largest media sales forces in the U.S. Over the past decade Yellow Book has made over 50 acquisitions and now operates in 47 states, plus the District of Columbia. Visit the company’s website at www.yellowbook.com.

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