

Agendize Raises \$1.3M, Launches New Montreal Office and Welcomes Jean-Pascal Lion to Advisory Board

Jean-Pascal Lion, former Yellow Pages Group Vice President of Marketing, to guide strategic positioning and partnerships as Agendize continues to accelerate worldwide

Gary Campbell, former Canwest Publishing Print & Online Directory President, to lead Agendize's new Performance Based Solutions division

Montreal, Canada—September 21, 2009-Agendize, the engagement and content conversion platform serving the world's leading directories and publishers, today announced that it has raised \$1.3M in additional funding led by Entrepreneur Venture, a leading French investment firm. This further accelerates the company's international expansion, starting with the creation of a new Performance Based Solutions division, led by Gary Campbell, a former President at Canwest Publishing. Moreover, Jean-Pascal Lion, the former VP Marketing at Yellow Pages Group, joins the Agendize advisory board, lending his considerable industry experience to guide the company's global partnership and growth strategy.

Founded in 2003, Agendize is today the leading provider of engagement and content conversion tools for more than 30 of the world's top yellow pages, directories and publishers, including YellowBookUSA, YellowPages Group and Singapore Press Holding --engaging more than 35M unique visitors each month. The company has achieved year over year growth and profitability, expanding rapidly into 18 countries worldwide with offices in Troyes, France and San Francisco, California. Agendize's industry leading Call-to-Action Tools deliver up to 10x more leads and calls from existing ads, content, listings and videos by embedding a full suite of more than 100+ user engagement tools.

The \$1.3M in additional funding led by Entrepreneur Venture will be used to open a new office in Montreal, Canada; further expand their services for interactive agencies, CMRs and SEO/SEM providers; and launch a new Performance Based Solutions division. As one of the top French investment firms behind numerous successful IPOs, Entrepreneur Venture also provides Agendize with deep financial and business expertise.

Agendize Launches New Performance Based Solutions Division

Gary Campbell (founder and CEO of Cost Per Call Solutions, a division of Envoi USA/Canada) joins Agendize to lead its new [Performance Based Solutions](#) division, which will specialize in helping publishers, agencies and CMRs quickly deploy new pay-for-performance and cost-per-call (CPC) programs using the Agendize Engagement Platform.

Previously, Mr. Campbell was President at Canwest Publishing, where he created its Print & Online Directory Division and pioneered its performance based programs that led to more than \$10M in annual sales. Mr. Campbell also brings a wealth of publishing and sales experience as the former Director of Canadian Operations at ypOne Canada Publishing; Founder of Southwestern Publishing (The PhoneGuide); and General Manager at Dial Source PLUS (division of Southam Publishing).

"In today's economy, advertisers and businesses are demanding more tangible leads, calls and performance based metrics," said Gary Campbell, Agendize VP Performance Based Solutions. "Only Agendize provides both the multi-channel engagement and reporting tools to enable any size publisher, agency or CMR to deploy effective pay-for-performance programs--transforming performance into brand new revenue streams virtually overnight."

Jean-Pascal Lion Joins Advisory Board

Jean-Pascal Lion, former Vice President of Marketing at Yellow Pages Group, joins the Agendize advisory board to lend his considerable industry expertise to help guide the company's global positioning, partnership, and growth strategies. Previously, Mr. Lion headed the team which made YellowPages.ca the number one online directory in Canada, winning numerous industry awards. Prior to this, he served as Vice President of Local Markets for Sympatico-Lycos, where he led Sympatico.ca to become Canada's leading Web portal. Mr. Lion is a widely acknowledged expert and frequent speaker in online directory and local publishing industries.

"Agendize has played an important role behind the great achievements we made over the past few years at YellowPages.ca. It is one of those rare companies that I've watched keenly for the past few years, because its unique technology platform is radically improving the way local publishers engage modern, multi-faceted consumers across all spectrums," said Jean-Pascal Lion. "I am truly pleased to join them at this exciting juncture in the company's international growth."

"Jean-Pascal has been a guiding voice among the publishing community for years. We greatly appreciate his deep insight and value his connections with many of the world's leading publishers and directories," said Agendize CEO and founder, Alexandre Rambaud. "His strategic advice will guide our path as the company continues to grow internationally across new markets."

On September 23, Gary Campbell, Agendize VP of Performance Based Solutions, will speak on the future of yellow page business models and pay-for-performance programs at the Kelsey Group DMS '09 conference in Orlando, Florida. To request a demo or learn more about upcoming industry events, please visit: <http://www.agendize.com>

AgendiZe Call-to-Action Platform enhances any online advertising, marketing or publishing effort by engaging social consumers and converting up to 10 times more leads and calls from existing ads and content. Only AgendiZe offers an all-in-one engagement solution that includes Call Tracking, Click-to-Call, Click to Chat, Click-to-Save and Share, Online Booking and Video-to- Action tools that can simultaneously engage more than 100 popular chat, SMS, calendar, social bookmarking, email, enterprise communications services and mobile devices. Founded in 2003 and privately held, AgendiZe has offices in Troyes, France; Montreal, Canada; and San Francisco, California.

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