



## **TWO LEADERS IN LOCAL SEARCH JOIN FASTCALL411 ADVISORY BOARD**

### ***Startup Names Briggs Ferguson, Stuart MacFarlane Ahead of September Launch at DEMOfall 07***

LOS ANGELES, Calif. (August 27, 2007) — FastCall411 ([www.fastcall411.com](http://www.fastcall411.com)), a new company offering improved local search options for consumers, today named former Citysearch CEO Briggs Ferguson and Momentum Venture Management's Stuart MacFarlane to its Advisory Board. Designed to connect consumers with local businesses that are ready and available to provide services, FastCall411 is slated to unveil its innovative local search product this September at DEMOfall 07, the premier launch venue for new products, technologies and companies.

"With their expertise and experience, Briggs and Stuart are among the top in the industry, and it's an honor to welcome them to the advisory board," said Richard Rosen, founder and CEO, FastCall411. "Their background, strategic vision and entrepreneurial spirit have already proven invaluable as we gear up for our debut."

During his tenure at Citysearch, Ferguson oversaw IAC/InterActiveCorp's national and international city guide business, and launched the Internet's first local pay-for-performance model. Prior to joining Citysearch, he served as executive vice president, marketing and product strategy, for Launch Media Inc., which was later acquired by Yahoo! Inc. Ferguson spent nine years at EMI Music, ultimately as senior vice president of marketing and product strategy.

MacFarlane, managing director of Momentum Venture Management, brings more than 10 years of consumer Internet and new media experience to the table, including his role as CEO of Insider Pages. He also served as vice president of new ventures at Idealab, where he advised portfolio companies in business development, fundraising and new product development. Prior to joining Idealab, MacFarlane was managing director of Digital Media Services at Loudeye Technologies, co-founder and chief operating officer at MXG Media, and was also a consultant at Bain & Company.

#### **About FastCall411**

FastCall411 is the first product to make the merchant's availability and willingness to accept a call "right now" central to creating a quality local search experience for consumers. Founder Richard Rosen is a recognized leader in local search and pay-per-call, with more than 20 years' experience in the media and telecom industries. Rosen has pioneered developments over the last six years in phone-related applications for Jambo, Callsource, EyeCron and Move, Inc. For more information, please visit [www.fastcall411.com](http://www.fastcall411.com).

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