



FASTCALL411 ADDS THREE TO ADVISORY BOARD

Gordon Henry, Milton Olin, Mark Canon Join Board at Local Startup, In Advance of Company's Debut at DEMOfall07

LOS ANGELES (September 18, 2007) — FastCall411 (www.fastcall411.com), a new company offering improved local search options for consumers, today announced the appointment of Gordon Henry, Milton Olin and Mark Canon to its Advisory Board. Uniting consumers with available, relevant service providers, FastCall411 is slated to unveil its innovative local search product on Sept. 24 at DEMOfall 07, the premier launch venue for new products, technologies and companies.

Henry, chief marketing officer of Yellow Book USA, brings 24 years of industry expertise to the company, while Olin, founding partner of the Los Angeles law firm Altschul & Olin, contributes nearly three decades of experience. Canon, senior vice president and chief product officer of Autobyte, is a founder of one of the largest and most influential directory sites, Switchboard.com.

"Gordon, Milt and Mark truly understand local search, lending unmatched expertise, creativity and instinct when it comes to marketing and launching a business," said Richard Rosen, founder and CEO, FastCall411. "They all recognize what we're seeking to do at FastCall411—putting the consumer first. We look forward to working with them as we move forward with our strategy."

Henry oversees Yellow Book USA's marketing division, which supports a multitude of products nationwide. The media industry veteran kicked off his career in 1983 as a journalist for Knight Ridder newspapers and later for Time Magazine. He transitioned to the business side of the industry, launching a series of mail-order subscription businesses, and in 1993, a national mail-order books-on-tape club. Before joining Yellow Book, Henry helped lead an Internet start-up, i-Open, which developed an in-store advertising network.

Olin practices entertainment, new media, IP and internet law at Altschul & Olin, LLP. Prior to founding the firm in 2004, he served as senior counsel to national law firm Manatt Phelps & Phillips. Olin's background includes a role as senior vice president at the original Napster, where he obtained licenses for the proposed Bertelsmann-backed licensed peer-to-peer service. He came to Napster following the launch of FirstLook.com, a startup company that provided internet-based marketing services for music, movies and videogames. Olin's career also includes 14 years at A&M Records.

Prior to his role at Autobyte, Canon, a specialist in data driven user experience management, served as vice president of product development for AOL Search. Before joining AOL, Canon was a founder of Switchboard.com, the first and largest online white and yellow pages. During his eight-year tenure, Canon developed a directory distribution strategy that led to the syndication of Switchboard's directory products in 200+ US newspapers; managed key revenue relationships with AOL, Google, Bell South, and SBC among others; and grew the site audience to more than 25 million unique visitors a month.

The trio joins two existing members of the FastCall411 Advisory Board. Briggs Ferguson, former CEO of Citysearch, served as the executive vice president, marketing and product strategy for Launch Media Inc., and spent nine years at EMI Music, most recently as senior vice president of marketing and product strategy. Stuart MacFarlane, managing director of Momentum Venture Management, has more than 10 years of consumer internet and new media experience, including his role as CEO of Insider Pages.

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.

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