



## **FASTCALL411 ANNOUNCES WIDGET, OFFERS API TO EXTEND LOCAL SEARCH PLATFORM TO THIRD PARTIES**

*On Heels of DEMOfall07 Debut, FastCall411 Offers Next-Generation Dialing Applications  
To Local Directories, Websites, Mobile Search and Directory Assistance Services*

LOS ANGELES, Calif. (October 31, 2007) — FastCall411 ([www.fastcall411.com](http://www.fastcall411.com)), a new company offering improved local search options for consumers, today announced the availability of its FastCall and TryAnother™ applications via an API, as part of an ambitious partner recruitment program.

FastCall411 will now integrate with partners via an application-programming interface (API), enabling third parties to include a FastCall411 widget directly within local listings. With the FastCall411 widget, the consumer can “FastCall” local merchants using a click-to-talk application – or they can dial a local phone number as they ordinarily would, with virtually no change in behavior. FastCall411 is in discussions with several major local search providers about integrating the technology into their listings.

Launched at DEMOfall07 in San Diego, FastCall411 is reinventing the local directory around the consumer experience by introducing availability as a primary measure of relevance. While search engines spider the web, FastCall411 spiders phone calls to local merchants, continuously collecting data on phone call answer rates, merchant interest and availability, and ultimately, consumer reviews of the merchant interaction. Using patent-pending technology -- including artificial intelligence, VoIP, open source Asterisk and parallel dialing -- FastCall411 creates a dynamic pool of local service providers ranked according to their availability to satisfy the consumer’s search “in the “moment.”

“The FastCall and TryAnother applications are simple, effective solutions for local search partners,” said Richard Rosen, founder and CEO. “Consumers expect to be connected to an available local merchant when searching locally. FastCall411 bridges the disconnect between the consumer expectation and the reality of merchant responsiveness. We not only offer partners a way to deliver a better experience to their consumers, but also to brand their local search platforms to local merchants, and a path to sell local advertising packages using FastCall411’s efficient, targeted sales platform. Ours is the first local search technology that matches the consumer’s need with the merchant’s availability. Delivering a value proposition to the consumer is the key to our success.”

### **Accent on Availability**

When FastCall411 recently polled 5,000 local businesses in Los Angeles, 64 percent weren’t ready or available to accept a consumer’s phone call. And when the company asked 1,000 consumers what matters to them when an urgent need for local service arises, 87 percent cited an immediate phone response as either “important” or “most important” in deciding whether to give a merchant their business.

FastCall411-powered local listings free the consumer from having to call merchant after merchant to find a business ready to serve them. With FastCall411 embedded into the consumer’s favorite local search platform, the consumer can make one call and be connected to an available, relevant local merchant. The FastCall411 application simultaneously calls multiple merchants

until an available one is found. The process is entirely automated, seamless, and convenient – the perfect solution for stressed consumers who don't want to waste time frantically looking for help.

TryAnother quickly routes the consumer to a live, available merchant if and when a direct call they make to an individual merchant does not connect, or if the consumer wants a quote from a second merchant. FastCall411 research indicates that as many as 70 percent of calls originated from local search may not be connected to an available merchant. The company's TryAnother solution turns what would have been a poor consumer experience into an opportunity for FastCall411 partners.

Historically, local search providers had little to no data indicating which merchants received leads from their sites -- and which merchants were responsive to these leads. Similarly, merchants receiving leads had no way to credit the leads to the publisher. Some local publishers paid for call measurement phone numbers, or basic "click-to-talk" applications to prove ROI for paying advertisers, but it was simply not economical for publishers to assign phone-tracking numbers to non-advertising merchants.

"With FastCall411, publishers find the potential advertiser -- who may now be buried on page 12 of conventional search results -- and move them to page 1," Rosen noted. "The publisher is then in a much better position to sell the merchant. In this way, FastCall411 turns the economics of local search upside down for partners -- we pay them for the calls generated from their organic listings. Partners receive better response data – identifying merchants who receive leads and merchants who are available. FastCall411 is the only company to pay to measure and monetize local listings for third parties. This is an ideal time for us to partner with the industry's leading search companies to finally fulfill consumer expectations."

#### **About FastCall411**

FastCall411 reinvents the local directory with the consumer in mind, integrating artificial intelligence, VoIP and parallel dialing. The consumer requests a local provider using a phone, the web, a mobile device or directory assistance. Patent-pending technology finds the best provider, immediately places the call and checks availability. Within seconds, the consumer is connected. No dialing busy, disconnected or otherwise unavailable numbers or hoping a message will be answered. The result? Satisfied consumers, a big break for local merchants and a rich opportunity for publishers. For more information, visit [www.fastcall411.com](http://www.fastcall411.com). To view the FastCall411 DEMO Fall '07 presentation, visit <http://link.brightcove.com/services/link/bcpid1185153705/bclid1202130136/bctid1205096316>.

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