



AT MOBILE MARKETING FORUM, FASTCALL411 INTRODUCES FASTCALL411 MOBILE

Local Mobile Search Application Brings FastCall411 To Cell Phones, Other Mobile Devices

LOS ANGELES, Calif. (November 13, 2007) — FastCall411 (www.fastcall411.com), a new company offering improved local search options for consumers, today introduced FastCall411 Mobile – a wireless application protocol (WAP) version of the FastCall411 platform designed expressly for mobile devices. FastCall411 Mobile will formally debut at the Mobile Marketing Forum, at the Westin Bonaventure Hotel, on November 14.

FastCall411 Mobile serves the busy consumer on the go by simultaneously calling multiple, highly rated local merchants and connecting the consumer with as many available merchants as the consumer chooses. Instead of having to scroll long lists of merchants and make numerous calls to find an appropriate provider, FastCall411 Mobile enables consumers with mobile devices to quickly and efficiently reach an appropriate service provider in a single call or search.

FastCall411 Mobile works with most mobile browsers and most major carriers, including Verizon Wireless, Sprint and AT&T. The service is free and currently available in Los Angeles, expanding to other metropolitan areas in 2008.

“FastCall411 Mobile offers a new paradigm for conducting local searches,” said Richard Rosen, founder and CEO of FastCall411. “Consumers benefit by quickly finding a qualified provider when searching locally on their mobile. Merchants benefit by receiving targeted phone leads from consumers who are closer to the point of sale. Mobile service providers benefit by being able to provide their subscribers with a fast and efficient local mobile search application while generating revenue from the delivery of the phone leads.”

“FastCall411 Mobile was designed from the ground up to satisfy the needs of a mobile user – often on the move -- who needs a local search application that is fast and efficient and most of all convenient,” Rosen said. “Imagine a neighbor calls you in your car to tell you that a tree has fallen in your driveway. Rather than frantically calling directory assistance in search of an available tree service, or wading through 10 pages of listings in a mobile directory, you log onto FastCall411.com, and click through a few simple menu options. In a matter of seconds, you are connected by phone call to a tree service provider who is available to come to the rescue.”

FastCall411 Mobile is the only local mobile search platform to include the ability to select options within the search, such as payment, time frame, etc. and then enable a merchant to accept a call based on the consumer’s need. After the call, consumers rate the experience with the merchant, providing a Web 2.0 feedback loop to future users. By introducing availability as a primary measure of relevance – rather than simple proximity -- FastCall411 is reinventing the local directory.

When FastCall411 recently polled 5,000 local businesses, 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 fixes this disconnect between the consumer's expectation and the merchant's reality.

"Mobile devices have become an indispensable extension of our lives – but we use them for specific conveniences," Rosen said. "FastCall411 Mobile is an innovation in speed and efficiency, transforming traditional search methods into a fast and convenient way to help the consumer - anywhere and anytime - solve their need for a local service then move on."

FastCall411 Mobile launches with instant search for more than 20 categories, including heating and air conditioning contractors, airport transportation services, carpet and rug cleaners, computer service and repair, housecleaning services, painting contractors, rubbish hauling and removal, tree services, and window and glass repair.

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. To view the FastCall411 DEMOfall 07 presentation, visit <http://link.brightcove.com/services/link/bcpid1185153705/bclid1202130136/bctid1205096316>.

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