



DeGuleSider delivers B2B site with Apptus solution

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Apptus, a global provider of Internet Yellow Pages (IYP) solutions, today announced that the major directory service of Denmark, De Gule Sider, has successfully implemented Apptus platform to launch their brand new site Allbiz.dk, a business to business directory service.

- We're very excited and proud to accomplish our vision to develop a state of the art B2B directory. This has been possible thanks to the Apptus Theca Platform, set to give deep, precise and highly structured search results, says Patrick Mesterton, Online Marketing & Sales Director, DGS.

Allbiz.dk focuses on B2B customers and services exclusively. It is an excellent tool for small and medium sized companies when searching for new suppliers, customers or partners. In one single place Allbiz.dk provides information that is essential for development of B2B relations such as key financial figures for evaluation of companies.

- The search engine behind allbiz.dk is highly flexible and capable of accommodating the most advanced search queries of our users. This has been made possible thanks to the great technical expertise at Apptus. Thanks to the flexible mind of their employees we have a solution that meets our market requirements, says Pernille Eiberg Brocks, Product Manager, DGS.

Allbiz.dk is the latest search solution that Apptus has created for DGS during the last few years. DGS has with the help of Apptus turned their site into a first-rate service which has doubled the amount of data, users and performed searches, whilst keeping the same platform thanks to the Apptus Theca® flexible and advanced solution.

- For us it's stimulating and rewarding to work closely with an advanced company such as DGS and the Allbiz.dk project, says Michael Atlevi, CEO at Apptus. It's a company that moves in new directions on the market. Furthermore it's a proof of the excellency of our Apptus Theca® platform. It is scalable both in volume load and complexity and handles a company in serious growth. Apptus Theca® is continually being refined and developed at a pace that ensures and strengthens our customers' leading positions over the years.

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About Apptus

Apptus is a private company, headquartered in Sweden with offices in Canada and England. As the Nordic leader within the field of search and database technology, Apptus provides solutions and products that ensure accessibility for customers with growing data sets and strong demands for search logistics, relevant results and connections to the customer's own business.

Apptus primarily supplies solutions to customers within the fields of e-directory and e-commerce.

Among the customers are Bokus, CDON, De Gule Sider, Eniro, Hitta, Lokaldelen and Lunarstorm.

Apptus conducts research in search and database technology. Apptus' keywords are quality, result and growth.

For more information, please visit www.apptus.com.

About Allbiz/De Gule Sider

De Gule Sider® is the leading information service in Denmark with more than 374 million look ups per year in 101 telephone directories, at degulesider.dk, allbiz.dk, mobil.dgs.dk and information service 1811.

De Gule Sider A/S is the largest publisher of telephone directories in Denmark with an annual number of copies exceeding more than 7 million directories. De Gule Sider employs approximately 600 people.

De Gule Sider is a part of European Directories S.A. - one of Europe's largest directory publishers with companies in several European countries.