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A Quebecor Media Company



Local Matters and Apptus Announce a Technology Solution that Integrates Quebecor MediaPages Print and Online Directories

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Local Matters, Inc. and Apptus, announced the successful completion of a unique solution enabling Quebecor MediaPages, a Quebecor Media subsidiary that publishes print and online directories across Canada, to integrate its print and online directories into one website, Canoe411.ca.

MediaPages needed to integrate their print and online directories into one powerful search solution to enhance the user search experience and to provide their merchants with a highly effective and targeted advertising solution. The addition of Canoe411.ca will reinforce this position and provide the most advanced solutions to their customers.

The beta format of Canoe411.ca was launched in April and became in May the exclusive e-directory on the Canoe network, one of Canada's leading content websites with 8.8 million unique monthly visitors. Local Matters' customized solution for MediaPages is designed to broaden the revenue and distribution opportunities for merchants advertising through Canoe411.ca by delivering improved consumer local search services. The back-end solution created by Apptus enhances the merchant and user experience through its content enrichment technology.

"Local Matters specializes in developing search solutions that cultivate connections between merchants and consumers. With the combination of Apptus' sales and content enrichment tools, merchants utilizing MediaPages e-directory, Canoe411.ca, will see more targeted customer leads. In turn, this expands MediaPages digital footprint," said Alison Kane, executive vice president of online media at Local Matters.

"The combined solution by Local Matters and Apptus creates a new standard in the Internet Yellow Page market space in terms of the user search experience and results merchants achieve through online advertising," said Michael Atlevi, CEO of Apptus.

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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 YELL, 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 Local Matters

Local Matters, Inc., with more than 20 Yellow Pages customers in nine countries and 22 U.S. and international 411 service providers in 13 countries, provides software and media services that enable Yellow Pages publishers and 411 service providers to expand their traditional service offerings and capitalize on emerging opportunities in the local search market. Local Matters' products and services are designed to broaden its clients' revenue and distribution opportunities by enabling them to deliver improved consumer local search services and extend their advertising reach. Visit the company at www.localmatters.com.

About Quebecor MediaPages

Quebecor MediaPages, a Quebecor Media subsidiary, publishes print and online directories across Canada. In collaboration with Sun Media and Quebecor Media local and regional newspapers, MediaPages publishes more than 20 print directories in smaller centres in Québec, Ontario and Alberta under the "MediaPages" name, and it will publish almost as many directories in the greater Montréal and Québec City areas in 2008-09. MediaPages also operates an online directory, Canoe411.ca, as part of the Canoe network, one of Canada's leading groups of content websites. For more information, please visit www.mediapages.ca.