



Apptus wins deal to enrich and classify content for Fonecta - Finland's leading Directory and Search Service Provider

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Apptus, a global provider of Internet Yellow Pages solutions, today announced that Fonecta, part of the European Directories, signs a deal with Apptus to empower the Fonecta site using components from the Apptus Content Enrichment Suite.

- Apptus was chosen following a successful pilot project where Apptus expertise and powerful tools succeeded in meeting Fonecta's needs and requirements. We were satisfied both with Apptus work and the result in the initial step to prove the quality of the enrichment engine, says Fonecta's Content Director Nermin Haireidin.

Apptus supplies ready-to-use content enrichment components. The Apptus Content Enrichment Suite includes solutions for crawling, finding URL's, keyword suggestion and entity extraction, all designed to create a solid, yet dynamic foundation for content enrichment. The process of keeping the taxonomy updated is simplified, advertisement sales get connected with recommendations on how to optimize the investment in terms of exposure, what's hot right now within a specific line of business and suggestions are made for the most distinctive keywords for a given company and heading.

- The Apptus Content Enrichment Suite is designed to enrich the flora of associations and to create new ways to get relevant hits thanks to a natural word association. As a result it becomes easier for the end users to find precisely what they are looking for, says Michael Atlevi, CEO at Apptus. We're very happy that Fonecta has chosen to enhance these aspects on the site for their users.

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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 Quebecor Media Pages, YELL, Bokus, CDON, De Gule Sider, Eniro, Habbo, 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 Fonecta

Fonecta is the Finnish nation's database that helps the citizens to find, buy and sell – irrespective of the time, place and channel of communication. Fonecta's services include telephone directories, the 02 02 02 and 118 directory assistance services, the 16400 mobile service, as well as Internet-based Fonecta Finder and 02.fi. Fonecta is the clear market leader in the contact information sector, providing services that are used over 1.7 million times every day. Fonecta employs 1,000 people in 10 locations in Finland. In 2007, the Fonecta Group's turnover was around EUR 160 million. Fonecta Group belongs to a pan-European directory services company European Directories SA, which in addition to Fonecta Group consist of De Telefoongids, De Gule Sider, Lokaldelen, Herold, Pkt.pl and Mediatel Group. www.fonecta.com