



## **Eniro announces agreement with leading digital map provider NAVTEQ**

**Eniro has signed an agreement with NAVTEQ, the leading global provider of digital map, traffic and location data, to make Eniro's local content available in navigation devices using the NAVTEQ map. Initially Eniro will provide information on 300,000 advertisers and their related content to be integrated into NAVTEQ's database for Sweden, Norway, Denmark, Finland and Poland. Advertiser data from Eniro will thereby be available in cars, smart-phones and other handheld navigation devices.**

NAVTEQ's digital map information is to be found onboard portable and wireless devices, Internet-based mapping applications and on in-vehicle navigation systems, sold throughout Europe and North America. Starting today, Eniro will provide NAVTEQ with its unique local information of more than 300,000 small and mid-size companies in the Nordic region and Poland. The co-operation will be launched in Sweden followed by all markets where Eniro operates. The information from Eniro will be available in the NAVTEQ's 3rd quarter database release, making it available to all GPS devices using NAVTEQ data.

– Through the agreement with NAVTEQ, we are strengthening our offering towards advertisers – we are adding another distribution channel, making us an even stronger player on the market. We are very pleased with this co-operation as NAVTEQ is the leading provider of navigation data, says Jesper Kärrbrink, President and CEO of Eniro.

For further information:

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*Eniro is the leading directory and search company in the Nordic media market. Eniro's search database connects sellers to buyers and makes it easy to find people using Online, Voice and Offline Media channels. Eniro has operations in Sweden, Norway, Finland, Denmark and Poland.*

*Eniro is listed on the Stockholm Stock Exchange and has some 5,000 employees. In 2008, revenues amounted to SEK 6,645 M, with EBITDA SEK 2,064 M*

[www.navteq.com](http://www.navteq.com)