

Eniro launches Sweden's largest search- and purchase directory

Eniro launches its new improved website in Sweden, eniro.se, and takes an important step in reaching its vision – to be everyone's first choice in local search. In addition to better functionality and a new design, the most important change is that users now easier can find companies that sell a specific product or service. For Eniro's customers this leads to improved searchability, which in turn generates an increased number of leads and business transactions.

- This is one of the biggest changes in Eniro's history. We have now taken an important step towards also becoming Sweden's best purchase directory. No other online service enables users to find points of purchase for a broad range of products and services as easy as Eniro. We are convinced that the trend of increased product searches will lead to better business for both users and customers, says Eniro's Senior Vice President of Products and Services, Mathias Hedlund.

Eniro's database has now been complemented with product information collected from company websites and includes a substantially larger number of Swedish companies and points of purchase than before. This implies that relevant hits for the users' searches will multiply in numbers. Consequently eniro.se becomes considerably better for both users and customers. At the same time the quality, magnitude and depth of the database will also be continuously improved through users' ability to provide feedback and ideas on possible improvements.

- The new eniro.se obviously still provides good results when searching for specific names and telephone numbers to specific companies, companies within a certain business, private individuals or using Eniro's map functions. But it has now also become easier to find exactly where you can buy a specific product or service. You can also, as before, book a hotel-room or table at a restaurant directly on the website, as well as order quotes from companies for a particular job, says Mathias Hedlund.

In connection to the launch of the new service, Eniro will change its graphic profile in order to signal the online transformation and the dynamics Eniro creates between sellers and buyers.

- Today's launch is an important step in the ongoing transformation of Eniro. The new site eniro.se opens up for new opportunities for our customers to improve their visibility in an efficient way, since ranking and presentation will be important tools to reach out to the users. To meet this we will launch new advertising formats to generate leads and improved sales for our customers, starting from January 2011, comments the new CEO Johan Lindgren.

For more information:

A video presentation/demo with Mathias Hedlund is available through following link:

http://player.creomediagroup.se/eniro_ir_presentation_29okt

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Eniro is the Nordic region's largest search company. Both consumers and companies can use Eniro's services to easily locate where to buy services and products – regardless of whether the channel is internet, catalog or mobile. Advertisers can actively market themselves to interested consumers, find new customers and increase sales. Better search means better business.

Eniro has 4,600 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm since 2000. Headquarters are located in Stockholm, Sweden. More on Eniro at www.eniro.com.