

Sweden's largest purchase directory eniro.se increased more than 40%

Newly launched eniro.se was an immediate success. Finding businesses that sell a certain product is now considerably easier on new eniro.se. The number of searches for points of sale and companies on eniro.se has increased more than 40% since the launch last week. More people who are searching for points of sale and companies are visiting eniro.se, they visit more often and perform more searches. Eniro has thus taken an important step in reaching its vision – to be “everyone’s first choice in local search”. Over the next few days, Eniro will also release Sweden’s largest search and purchase directory as an app for iPhone and Android.

Eniro's database has been supplemented with product information from the websites of all businesses, and eniro.se contains considerably more Swedish companies and points of sale than before. The number of keywords that eniro.se can match is 100 times more than earlier versions of eniro.se. No other online service gives users the same opportunities to find points of sale so easily for an equally broad array of products and services. For Eniro's customers, the news means appearing more times for consumers who want to buy, which leads to more contacts and more business.

“It's overwhelming that just six days after launching the new eniro.se, the number of commercial searches for businesses and their products and services has increased so dramatically,” says Mathias Hedlund, Senior Vice President Products & Services at Eniro. The +40% results have been stable over the six days that the service has been up and running - and we haven't even started marketing the new eniro.se search and purchase directory. The opportunity to search for points of sale for products and services so seamlessly has obviously been eagerly awaited. The positive response to the new eniro.se makes us optimistic about the future,” says Mathias Hedlund.

Eniro will also release Sweden's largest search and purchase directory as an app over the next few days. The new eniro.se with improved functionality is already available for people who make searches via mobile Internet. It will be released today as a free app for Android phones and later this week for iPhones. With 100 times more keywords and improved searchability, matches and relevance will increase for around 300,000 people who already use eniro.se on their mobiles. Finding what you are looking for has never been easier. No matter where you are, in real time, and for free.

“We are already taking the next step and launching an app for both iPhone and Android, and an adapted service for mobile Internet,” says Mathias Hedlund. The iPhone version of Eniro's new app also uses Augmented Reality technology, which means that you can hold your mobile in front of you, and see a view of reality augmented by information in your immediate environment, such as contact information for the businesses that sell the product or service that you want to buy.

<http://www.eniro.se>

http://player.creomediagroup.se/eniro_ir_presentation_29okt/ (Demo new eniro.se)

<http://www.eniro.se/android/>

<http://www.eniro.se/iphone/>

<http://www.eniro.se/mobil/>

<http://www.enirosverige.se/eniro-i-mobilen> (pictures)

For more information, contact:

Mathias Hedlund, Senior Vice President Products & Services at Eniro: +46 (0)706 663 758

Christine Kullgren, Media Relations, Eniro, +46 (0)730 494 837

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.