



Eniro launches Scandinavian advertising network

Eniro, the Nordic region's largest search company, today launched the new pay-per-click network Scandinavia Ad Networks. This network brings together Eniro's local search services eniro.se, gulesider.no, kvasir.no and krak.dk with Eniro's growing network of partner websites, so forming a common advertising platform for Scandinavian pay-per-click advertising. With this offering Eniro strengthens its services on the digital advertising market.

Scandinavian Ad Networks integrates Eniro's online services in Sweden, Norway and Denmark into a single, cross-border digital advertising network. This network has been developed to help advertising companies easily gain more customers locally, nationally and over the whole of Scandinavia with sponsored links.

Eniro's rapidly growing network of search services and partner websites encompasses thousands of well established Scandinavian websites and includes online newspapers, blogs and social networks, constituting a platform for relevant and targeted advertising.

"Scandinavian Ad Networks is an efficient complement for advertisers and media agencies that want to maximise their market penetration and reach users who are about to make purchasing decisions. With Scandinavian Ad Networks we are strengthening Eniro's existing offerings on the digital advertising market by providing a competitive Scandinavian alternative, as well as further building on our five years of experience in the pay-per-click market," says Mathias Hedlund, Senior Vice President, Group Products & Services, Eniro.

The advertising platform is based on an open and user-friendly interface where advertisers, either with the help of Eniro's editors or by themselves, can design and publish pay-per-click advertisements in local search results and on branch-specific websites. The new platform can also be integrated smoothly into existing media agency systems for increased efficiency.

"The pay-per-click market is growing rapidly and we will be a clear and relevant alternative. We have grown in the market are during 2010 and are planning for a continued growth rate" says Mathias Hedlund.

To find out more please go to: www.scandinavianadnetworks.com

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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 3,900 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.