

Press Release

1313: A new Directory Assistance service, competitor of Belgacom, is born

Brussels, December 1st 2004 – **European Directory Assistance** (EDA), a new entrant on the Belgian telecom market, launches today the number **1313** (*thirteen thirteen*), the **new Directory Assistance service**. It is the **first alternative** Directory Assistance service in Belgium. The number **1313** can be reached from fixed and mobile lines*, in French and in Dutch, 24 hours a day and 7 days a week. Friendly and well trained operators assist the callers. The number 1313 is a **single** number for all kinds of directory needs. An almost **unlimited** number of request can be performed in the sale call, whereby not only the telephone number is given, but also the **complete address**.

Thanks to the number 1313, callers can find **all publicly available Belgian telephone numbers** of individuals, public administrations, companies, shops, ... no matter if they are fixed or GSM numbers. Thanks to the reverse lookup service, people can find the name and address of the subscriber of a **telephone number**. **In business finder service** callers can find a restaurant, a hotel or a hairdresser, based on its name, but in the nearby future also based on a keyword or a business category. Callers using their mobile phone can obtain a SMS with the result.

The number 1313 is **easy to remember**: not only is 1313 **repetitive number** but 1313 is also a **single number** for the whole of Belgium (as available in French and Dutch on the same number), making life even easier.

Behind 1313 is the Belgian company European Directory Assistance – founded by Alex Gaschard and Laurent Baeke. To ensure an optimal customer service, EDA uses **the most recent Computer Telephony Integration technologies** and accesses several enriched and continuously updated **directory-databases**, which guarantees callers a **qualitative service**.

Alex Gaschard: *"the number 1313 positions itself as a direct competitor of Belgacom. We are very happy to offer callers a qualitative alternative on the Belgian Directory Assistance market. Until we came to the market, Belgian callers were faced with a monopoly. This is in contrast with several European countries, where the callers have the choice between different providers of DA services."*

Laurent Baeke: *"Adding competition to the market of Directory Assistance in other European countries has proven to lead to several advantages. A newcomer tends to shake the market and question old habits. This way, new products are developed, quality is improved, the service level is boosted and ... more calls are being made. The market shows a renewed dynamic, which is positive at all levels."*