



Press release

European Directory Assistance secures “golden number” 11881 in Ireland.

Brussels, June 13th 2006 – European Directory Assistance (EDA), a Brussels-based provider of directory assistance services, has recently been awarded by the Irish telecom regulator Comreg, the shortcode number 11881.

With an estimated market size of around 40 million calls per year, Ireland is an attractive directory assistance market and EDA intends to finalise the evaluation for market entry -on her own or with a local partner- within the coming months. While the assignment of a memotechnical number such as « *double one, double eight, one* » is a decisive condition for market entry, no firm launch date has yet been scheduled.

Alexandre Gaschard, founder : « We are delighted to have been awarded the number 11881; as observed in Germany, this very number is one of the most used DA services, precisely because it is simple, logical and easy-to remember. »

About EDA

Based in Brussels, European Directory Assistance was founded in 2003 and is the supplier of the first alternative directory assistance service in Belgium, through the shortcode 13-13 (*thirteen thirteen*). The number 13-13 is accessible from fixed or mobile networks, in French and Flemish, 24 hours a day and 7 days a week; it offers both national and international directory information under the same number, as well as the business-finder services Scoot and Resto.be. Thanks to EDA, any phone user in Belgium can now seek a friend, a relative, an administration, a company, or carry out a reversed search, in Belgium or abroad by using one single number: 13-13. For more information: www.11881.ie or press@european-da.com or +353 81 829 0771 (fax).