



## Press release

### **New English-speaking telephone directory in Belgium: [www.1414.be](http://www.1414.be)**

**Practical, easy-to-use, free and ... in English.**

Brussels, January 31<sup>st</sup> 2008 – European Directory Assistance (EDA), the operator of Belgium's first alternative directory assistance services available through the shortcodes **12-12** (Flemish), **13-13** (French) and **14-14** (English), can now be accessed on the internet. For English-speaking users, the site can be reached at [www.1414.be](http://www.1414.be).

With this new site, EDA improves its presence and accessibility towards the public, making it even easier for users who -mostly during office hours- prefer web-based rather than phone-based directory assistance; in the case of [www.1414.be](http://www.1414.be), EDA's specific aim is to reach the large expatriate community living in and around Brussels, who often speak neither Flemish nor French but generally converse in English, for instance people working for the European Union, NATO, Eurocontrol or the numerous multinationals established in Belgium.

Through [www.1414.be](http://www.1414.be), fixed and mobile numbers belonging to residential subscribers, government bodies, administrations, companies, craftsman and professionals, all over Belgium, are easy to find. Reverse lookups (i.e. the search of the name and address corresponding to a specific telephone subscriber) are also possible on [www.1414.be](http://www.1414.be).

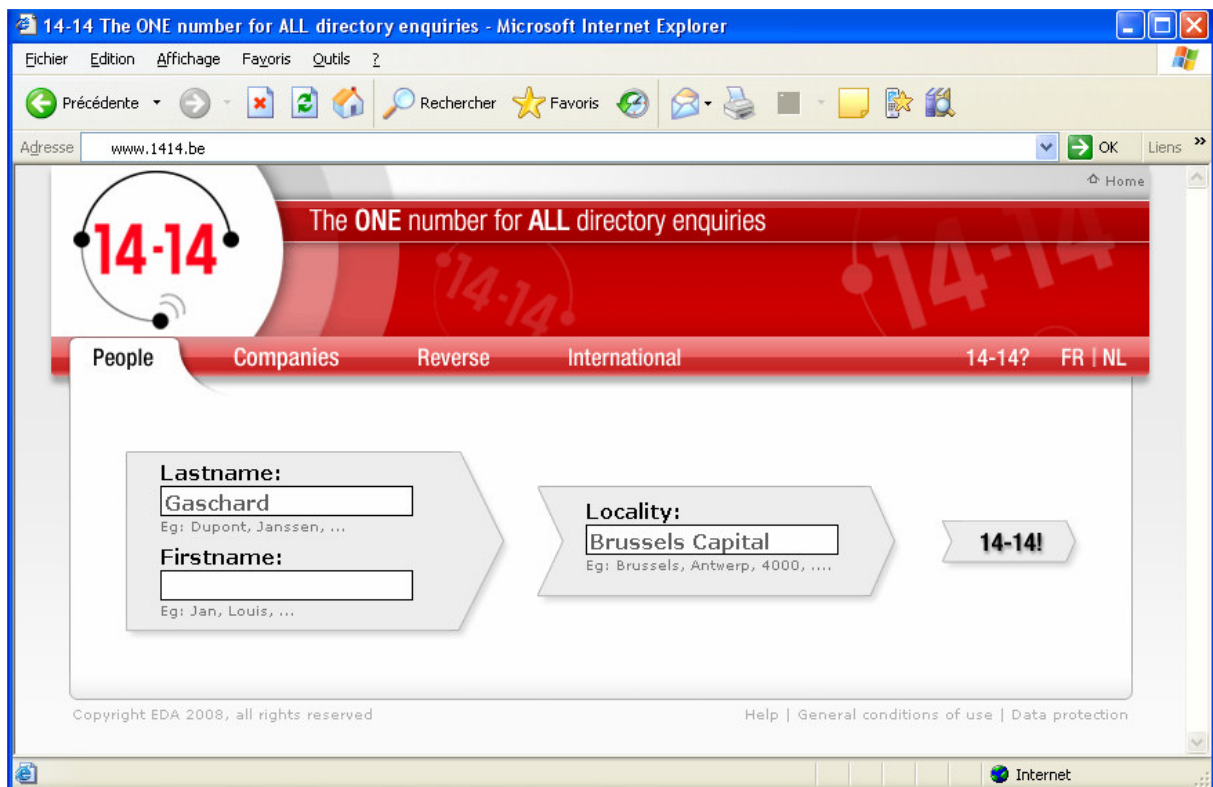
#### **In English please...**

The site [www.1414.be](http://www.1414.be) was specifically designed as to ensure an intuitive, smooth and fast way of searching telephone directory information: for instance, there is no need to enter a complete city name or business category; as long as some of the letters have been typed, the remainder is automatically filled in. In addition to the fact that all major Belgian cities such as "*Brussels*", "*Antwerp*" or "*Ghent*" are searchable in English, difficult city names like "*Neder over Heembeek*" or "*Malèves Sainte Marie Wastines*" can also be found quickly by just typing "*ned*" or "*malev*" in the field "*City*", the remainder of the field is automatically completed. Another example: type "*plu*" in the field "*Business category*" and "*Plumbers*" appears, in English.

Listings are linked to maps and/or on satellite pictures, putting all of the important information quickly at the user's fingertips.

Alex Gaschard, CEO of EDA: "We are aware of the ever-increasing demand for directory assistance during office hours. As during such office hours, more and more requests are done through the internet, we wanted to fill this gap by offering our own web-based services. With [www.1414.be](http://www.1414.be) site, we expand our services even more for the large expat community living in Belgium".

Naturally [www.1414.be](http://www.1414.be) is also accessible in Flemish on [www.de1212.be](http://www.de1212.be) and in French on [www.le1313.be](http://www.le1313.be).



### 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 shortcodes **12-12**, **13-13** and **14-14**. These numbers are accessible 7 days a week, from fixed or mobile networks, in Flemish, French or English; they offer both national and international directory information under the same number, as well as the business-finder services Infobel and Resto.be and reverse lookups. Thanks to EDA, any user in Belgium can seek a friend, a relative, an administration, a company, or carry out a reverse search, in Belgium or abroad by using one single number: **12-12**, **13-13** or **14-14** or now on the internet by accessing [www.de1212.be](http://www.de1212.be), [www.le1313.be](http://www.le1313.be) or [www.1414.be](http://www.1414.be).