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## **Eniro 118 118 increases efficiency and is integrated into Eniro Sweden**

**As part of Eniro's new strategy, Eniro 118 118 will be integrated into Eniro Sweden. At the same time, the directory assistance operations will be concentrated to six locations in Sweden. This means that operations in Helsingborg will be discontinued and that 45 permanent employees will be offered jobs in other locations.**

These decisions were made as part of an extensive review of the company's cost structure with the objective of supporting Eniro's overall strategy. As part of the new strategy, Eniro 118 118 will be integrated into Eniro Sweden and the current CEO function within 118 118 will be removed. As a result, Barbro Sjölander will leave Eniro on May 1.

The aim of the integration of 118 118 into Eniro Sweden is to increase cooperation and synergies among Eniro's different distribution channels; Online, Offline Media and Voice.

"Through the integration of 118 118 into Eniro Sweden we can develop the technology and complex services that are increasingly in demand in close cooperation with Online. The integration will also provide us with better conditions for investments in Call Center Services. Eniro 118 118 is a very well-managed company and Barbro Sjölander has done a very good job as CEO," says Martin Carlesund, CEO of Eniro Sweden.

All permanent employees in Helsingborg, a total of 45 persons, will be offered employment in other locations. Eniro 118 118 will offer those employees who choose to move financial assistance for their moving costs and offer training assistance for those who choose to train for new jobs.

Trade-union negotiations were initiated and have been completed.

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Eniro is the leading directory and search company in the Nordic media market. Eniro's search database connects sellers to buyers and makes it easy to find people using Online, Offline Media and Voice channels. Eniro has operations in Sweden, Norway, Finland, Denmark and Poland.

Eniro is listed on the OMX Nordic Exchange Stockholm and has some 5,000 employees. In 2008, revenues amounted to SEK 6,645 M, with EBITDA of SEK 2,064 M.

Eniro 118 118 is Sweden's largest personal search service. Eniro 118 118 receives millions of inquiries each year. Users can find private individuals, companies, public authorities and organizations. Call connection, information via SMS and driving directions are included in the price. Eniro 118 118 also offers the services 118 188 SMS, international directory assistance, Eniro Vem Ringer, 118 118 Autosvar™, 118 118 Office™, text telephony and personal wake-up calls. In 2006, Eniro 118 118 was named Europe's best personal search service for the second time.