

## Bezeq in strategic cooperation with zoomap site

### Bezeq launches new service on B144 site: viewing pictures of houses during map searches

#### The site will contain all the people, all the businesses and all the pictures

Bezeq is upgrading its B144 website (b144.co.il) in a strategic cooperation with the zoomap picture site and today it is launching a system which allows users doing map searches to view houses in a particular area. Customers wishing to view pictures of more houses can transfer directly to the zoomap site for continued viewing.

As part of the strategic cooperation the two sites have been updated so that in the B144 site customers can view pictures of the houses or businesses they are searching for, and in the zoomap site customers can perform a search of businesses, people and maps. Additional improvements in the B144 site include an improved search interface for surfers, and an improved display level of advertiser content and an upgraded advertiser interface for subscribers.

Ran Guron, VP Marketing at Bezeq said following the upgrade of the B144 site "Bezeq is consistently continuing to invest in the most advanced technology for the B144 site in order to widen the service and technology gap which separates it from its competitors. The capability to view pictures of houses gives searchers an additional layer of information and makes it easier for them to find their destinations. Bezeq is planning to introduce additional search options which will strengthen its advantage over its competitors".

In June 2008 Bezeq used the slogan: "All people, all businesses, one site" to launch the B144 site as a search arm dedicated to business and private telephone numbers with an emphasis on Bezeq's significant advantage. Upon its introduction the site entered the list of the 20 most viewed sites (TIM survey) in the highest entry position for 2008. Bezeq has also recently launched the 144 SMS text messaging service which constitutes an additional option in the group of 144 services (call center, website, SMS text messaging) and is intended to serve customers wishing to obtain information on records in the 144 service information database by SMS text message.

The site can provide users with the telephone number data of 5.9 million subscribers of all the communications operators in Israel, fixed line and cellular, as well as the data of 300,000 businesses. Bezeq has invested NIS 10 million in the development of the platform. The local business search internet market in Israel is estimated at NIS 60 million per annum.

Bezeq is embarking on its first advertising campaign for 2009. The campaign, which has been prepared by the Adler Chomsky advertising agency, uses the slogan: "All people, all businesses, one site" and it will include TV sponsorship commercials and billboards. It will last for two weeks.

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