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**FOR IMMEDIATE RELEASE:**

## **V-ENABLE and buzzd Partner To Give The '411' on Location-Based Nightlife Accessible Via Cellphone To Directory Assistance Consumers**

*New partnership will bring content from buzzd Featuring Content from CitySearch, Flavorpill and User Generated Picks to the FreeMobile411 Service*

**LAS VEGAS / SAN DIEGO, April 2, 2008** – Today V-ENABLE, a leader in local mobile search and directory assistance services, announced a strategic partnership with buzzd, an emerging location-based mobile entertainment service that provides real-time information for bars, clubs events and restaurants.

The partnership will combine V-ENABLE's popular mobile local search services with content from buzzd's unique mix of user generated content (UGC), and all the best listings from CitySearch, Flavorpill and Time Out Magazine, to name just a few.

Currently, V-ENABLE's popular Mobile411™ search application is available on carriers such as MetroPCS, and Alltel. The Mobile411™ application gives mobile searchers all the best in local listings, whether it's residential, category or location-based directions/map searches.

“What's so natural about this partnership,” said V-ENABLE Executive VP and CMO Craig Hagopian, “is that both V-ENABLE



and buzzd serve consumers on the go who are looking for something local.”

Announced earlier this week at the CTIA Wireless conference in Las Vegas, V-ENABLE’s *Web Services* API is the beginning of an expansion by the company into new off-deck local search services. buzzd will be using the *Web Services* API in addition to specific and strategic content arrangements with V-ENABLE to allow users to benefit from the best of both services.

### **About V-ENABLE**

V-ENABLE is the leading service provider of automated directory assistance solutions powered by our patented voice and text based technology delivering the fastest and most accurate local search experience to the mobile environment. V-ENABLE was founded by wireless experts from Nokia, Motorola, PacketVideo and Cisco. V-ENABLE's patented multi-modal local search allows mobile users to simply speak or type any location, business or residential listing and receive contact information, maps, directions and more in a visual or audio format in seconds. For more information, please visit [www.v-enable.com](http://www.v-enable.com)

### **About buzzd**

buzzd (<http://buzzd.com/m>) is a location-sensitive entertainment listings service with premium editorial and real-time user generated content on the mobile device. "Your city, in real-time," buzzd allows consumers to know what's happening at any venue right now, rate events, and connect with friends and people in the area. buzzd is a private company founded by Nihal Mehta and Deepen Shah from ipsh!, one of the world's first mobile marketing agencies acquired by Omnicom Group.