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For Immediate Release**LOKALDELEN TEAMS UP WITH SPOTZER MEDIA TO OFFER ONLINE VIDEOS****Affordable New Way to Enhance Online Presence and Boost Search Ranking**

Stockholm, Sweden: March 2, 2009 – Lokaldelen i Sverige AB (www.lokaldelen.se), one of the largest publishers of print, online and mobile directories in Sweden, today announced the introduction of a new video offering designed to enhance online presence and boost search rankings for small and medium sized local businesses.

For as little as 4500 SEK per month, local merchants will get a customized video shot on their premises. The videos will include professionally written and recorded voice tracks, music, titles and end cards. Videos will be displayed on each merchant's profile page at www.lokaldelen.se. Each video will also be optimized for the search engines and syndicated to more than fifty video sharing sites and search engines.

The videos will be created by Spotzer Media Group (www.spotzer.com), a venture backed company that produces high quality videos for clients of yellow page publishers and media companies in ten countries. Spotzer also provides the video search engine optimization and syndication services.

"We are extremely excited to launch an affordable way for small and medium sized local businesses to leverage the power of video," said Robert Lindell, Online Marketing Manager at Lokaldelen. "A well made video optimized for search engines and distributed across the Internet is now within the reach of every single advertiser."

"From our activities in ten countries, we know that merchant profiles accompanied by video experience 30% more clicks than static profiles while video is more than 50 times more likely to appear on the first page of search

results compared to text only content," added Spotzer CEO Andrew Klein. "With its long history and strong sales organization, Lokaldelen is now well positioned to bring these facts to the attention of small businesses across Sweden."

Advertisers can purchase video and video SEO services through their Lokaldelen sales representatives 0200-119 119. All production and support is handled by Spotzer through its network of creative professionals, including local film makers, script writers and voice artists based across Sweden.

About Lokaldelen

Lokaldelen i Sverige AB is the leading local directory provider in Sweden publishing 2 50 LOKALDELEN catalogues and has a fast-growing online search portal , www.lokaldelen.se. The company also has a strong external advertisement services business including products such as internal directories for major corporate clients. Some partners within the business area of media sales are Arbetsförmedlingen, Allers Förlag, SF Media, AB Volvo and Företagarna.

Lokaldelen i Sverige AB is headquartered in Halmstad and employs 500 people at nine different offices in Sweden. Lokaldelen I Sverige AB was founded in 1943 with the business idea to sell advertising in local phone catalogues. The company is today part of European Directories SA, which is one of the leading search and directory companies in Europe with business in eight countries and headquarters in London. Please go to www.lokaldelen.se for more information.

About Spotzer.

Spotzer Media Group is the first global advertising agency dedicated to making high quality video advertising fast, affordable and highly targeted. We offer long tail advertisers a range of innovative TV and web video products and services through partnerships with media companies, directory and local search publishers and advertising and media agencies.

Spotzer is based in Amsterdam and has offices in New York and Melbourne, Australia. Shareholders include Sierra Ventures, Cyrte Investments and European Directories, which is the parent of Lokaldelen i Sverige AB. Learn more at www.spotzer.com.

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