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[« Back to the list](#)

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New local search engine: www.local.ch

PubliDirect, the "directories" division of PubliGroupe, is about to launch a search engine to meet the requirements of local markets throughout Switzerland, in cooperation with its joint venture partner Swisscom Directories. www.local.ch will go online in the first half of 2006.

www.local.ch is a search engine which gives fast and highly effective access to products and services and a wide range of useful information about any particular local market of the user's choice on Swiss territory.

It will combine on a single platform information contained in the telephone directories of LTV Yellow Pages Ltd, the leading company of the PubliDirect division which publishes 97 "local" directories and the 7 regional "Yellow Pages", together with information from other PubliGroupe companies' websites such as www.fundgrueb.ch and www.autoboerse.ch. The [local.ch](http://www.local.ch) offering will also include information from the www.guide4me.com local guides (tourism, leisure and time out) produced by the The Guide Company (30% PubliGroupe). The search results will be enhanced by maps and city plans.

This website will be developed by the new company [local.ch](http://www.local.ch) AG based in Zurich with support from the sales force and organization of LTV Yellow Pages Ltd. As an integral part of PubliDirect, the new company also forms part of the joint venture between PubliDirect and Swisscom Directories AG which was set up in 1999.

"A great many web surfers are searching for local products and offers and this market segment provides plenty of untapped potential. With our experience as a publisher of local and regional "Yellow Pages" directories, we are able to meet the search requirements of websurfers targeted on the local markets in a particularly effective manner", comments Robert Schmidli, PubliDirect CEO and member of the PubliGroupe Management Committee.

Schmidli describes the launch of [local.ch](http://www.local.ch) as a particularly important example of the many initiatives taken by PubliGroupe to implement its multimedia strategy. After a test phase, www.local.ch will go online in the first half of 2006.

For further information:

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Additional information:

In Switzerland, the PubliDirect Division has been part of a joint venture between PubliGroupe and Swisscom since 1 January 1999. This provides for a structure of cross shareholding interests for the directories activities of the two groups. PubliGroupe therefore owns 51% of PubliDirect Holding AG (49 % Swisscom) and 49% of Swisscom Directories AG (51% Swisscom); PubliDirect Holding AG also owns 95% of LTV Yellow Pages Ltd, 100% of [local.ch](http://www.local.ch) AG, 100% of Fundgrueb AG and 60% of Auto Börse Medien AG.

LTV Yellow Pages Ltd was founded in 1974. Acquired in 1996 by PubliGroupe, it publishes 97 local directories and 7 regional editions of the «Yellow Pages». Its sales force of more than 450 persons is also responsible for the acquisition of advertising for all the printed and online directory products of Swisscom Directories.

