



MEDIA ADVISORY

**FASTCALL411 CEO JOINS SES CHICAGO PANEL,  
DISCUSSES NEED FOR LOCAL SEARCH TO 'THINK OUTSIDE THE WEB'**

*Richard Rosen to Address 'the Revenge of Brick and Mortar'*

*At Search Engine Strategies Chicago on Tuesday*

**WHO:** Richard Rosen, founder and CEO of FastCall411 ([www.fastcall411.com](http://www.fastcall411.com)). FastCall411 is a new company offering improved local search options for consumers.

**WHAT:** Rosen will speak this week at Search Engine Strategies in Chicago, as part of a Kelsey Group panel. The session topic, "The Transformation of Local in a Search Driven World" (<http://www.searchenginestrategies.com/chicago/agenda2.html>), concerns the implications of offline transactions that originate online.

Rosen joins fellow panelists from ShopLocal, NearbyNow and Where2GetIt. The panel will consider the most effective ways to lead offline conversions with online search products, and analyze where consumers are most likely to turn to find things online before they buy them in "the real world." Kelsey Group analyst Michael Boland will moderate. Says Rosen:

"I'm a loyal eCommerce user, but there are certain purchases I want to make at local retail. Local search applications such as ShopLocal, NearbyNow and Where2GetIt help users find what's available and what's in stock at local retailers. FastCall411 is the first company to identify the availability of local service providers for searching consumers. For us, the phone plays a crucial role in bridging the last mile to the local merchant. It's about thinking outside the Web."

Rosen is also available to discuss FastCall411 Mobile – a new wireless application protocol (WAP) version of the FastCall411 platform designed expressly for mobile devices. FastCall411 Mobile simultaneously calls multiple, highly-rated local merchants and connects the consumer with as many available providers as the consumer chooses.

**WHEN:** Tuesday, Dec. 4, from 10:15-11:15 CST, at the Chicago Hilton Hotel.

**HOW:** To speak with Richard Rosen, contact:  
Ken Greenberg  
Edge Communications, Inc.  
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818.990.5001

**About FastCall411**

FastCall411 reinvents the local directory with the consumer in mind, integrating artificial intelligence, VoIP, and parallel dialing. The consumer requests a local provider using a phone, the Web, a mobile device, or directory assistance. Patent-pending technology finds the best provider, immediately places the call, and checks availability. Within seconds, the consumer is connected. No dialing busy, disconnected, or otherwise unavailable numbers, or hoping a message will be answered. The result? Satisfied consumers, a big break for local merchants, and a rich opportunity for publishers. For more information, visit [www.fastcall411.com](http://www.fastcall411.com). To view the FastCall411 DEMOfall 07 presentation, visit <http://link.brightcove.com/services/link/bcpid1185153705/bclid1202130136/bctid1205096316>.