

## Memo Number means you'll never forget anything again

**In future, Swisscom customers can use their mobiles to remind themselves of important things. Anyone who dials the new Memo Number service and leaves a personal recording will be automatically called back at the time requested and given a reminder. Customers can try out the Memo Number service for free until 31 December 2007.**

Memo Number is perfect for quick and easy reminder messages when on the move. Customers need no longer manually type in important things they suddenly remember, or worry about losing shopping lists and other bits of paper. By calling 0900 079 079, they can leave themselves a message and the time/date when they want to receive the reminder. At the time requested, they automatically receive a free call and the personal message is played back to them. If they can't be reached, the message is left on their Combox.

Until 31 December 2007, Swisscom is offering this service free of charge. Subsequently, a call to 0900 079 079 will be charged at CHF 0.30, the reminder call will be free. There is no need to register for Memo Number.

### Swisscom Labs test readiness for market

The Memo Number service was thoroughly tested in the Swisscom Labs (<http://labs.swisscom-mobile.ch>) before being launched. The Labs have "beta" versions of selected services available for free testing. For Swisscom, the Labs provide a new approach whereby products can be developed on the basis of customer feedback. Swisscom has decided to launch Memo Number on the back of the positive feedback it received on the service.

Berne, 29 October 2007