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TELMEX Acquires Enlace Spanish Yellow Pages

TELMEX Acquires Enlace Spanish Yellow Pages

BY PR NEWSWIRE

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LOUISVILLE, Ky., Oct. 24 /PRNewswire/ -- Blue Equity, LLC and Telefonos de Mexico, S.A. de C.V. (TELMEX) (BMV: TELMEX) (LATIBEX: XTMXL) announced today that

TELMEX has acquired an 80% controlling interest in the affiliate of Blue Equity, LLC that publishes Enlace Spanish Yellow Pages. In connection with the acquisition, such affiliate has changed its name to SECCION AMARILLA USA, LLC.

TELMEX will rebrand the U.S. directories with the SECCION AMARILLA logo and name, a brand with over 100 years of experience in the directory business and currently with over 135 directories published and distributed throughout Mexico. Enlace is the largest independent Spanish yellow page directory publisher in the United States with over 32 directories published and distributed nationwide in more than 18 States. The Enlace platform also includes robust online directories for each market served, available at <http://www.superpaginas.com/>.

Blue Equity will retain an equity stake in the new entity and will continue to operate the United States division of the directory business in conjunction with TELMEX.

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Enlace Spanish Yellow Pages has been a publication of a subsidiary of Blue Equity, LLC. Blue Equity, LLC is an independent, private equity firm based in Louisville, Kentucky. It actively invests both growth capital and business expertise in enterprises with solid development potential. Blue Equity forms strategic partnerships with existing management teams and leverages its expertise and relationships to stabilize, strengthen and grow lasting value. Investment efforts and managerial expertise are focused on the operation of a global and diversified portfolio of business enterprises, including opportunities in media, publishing, sports and entertainment, financial services, real estate and international trade. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace. <http://www.blueequity.com/>.

TELMEX is the leading Telecommunications Company in Mexico. TELMEX and its subsidiaries provide a wide range of telecommunications services, data and video transmission and Internet access, as well as integrated telecommunications solutions to its corporate customers. Additionally, it offers telecommunications services through its international subsidiaries in Argentina, Brazil, Chile, Colombia and Peru. More information about TELMEX can be accessed on the Internet at <http://www.telmex.com/>.

Blue Equity, LLC

CONTACT: Jonathan S. Blue, Chairman & Managing Director, +1-502-589-8181, or jblue@blueequity.com; or Kendra Calvert, Director of Marketing, +1-502-588-7159, or kcalvert@blueequity.com, both of Blue Equity, LLC

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By Richard (Rik) Brooks

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Day 2 Keynote | An Open Cloud Discussion

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Day 3 Keynote | Cloud Applications: Some Assembly Required

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Day 3 Lunch Keynote | The Extended Enterprise: Taking Your App Delivery Strategy to the Cloud

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Web site: <http://www.blueequity.com/>
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Day 2 Lunch Keynote | A Pragmatic Journey to the Cloud

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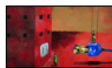
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There is little doubt that Big Data solutions will have an increasing role in the Enterprise IT mainstream over time. Get a jump on that rapidly evolving trend at Big Data Expo, which we are introducing in June at Cloud Expo New York.

Cloud Expo was announced on February 24, 2007, the day the term "cloud computing" was coined. That same year, the first Cloud Expo took place in New York City with 450 delegates. Next June, Cloud Expo is returning to New York with more than 10,000 delegates and over 600 sponsors and exhibitors.

"Cloud" has become synonymous with "computing" and "software" in two short years. Cloud Expo is the new PC Expo, Comdex, and InternetWorld of our decade. By 2012, more than 50,000 delegates per year will participate in Cloud Expo worldwide.

The cloud is certainly a compelling alternative to running all applications within a traditional corporate data center. But moving from theory into practice is where things get complicated, and this is where attending a top industry event like Cloud Expo comes in.

No one can take full advantage of cloud computing without first becoming familiar with the latest issues and trends, which is why the organizing principle of the 10th International Cloud Conference & Expo on June 10-13, 2013 - is to ensure - through an intensive four-day schedule of keynotes, general and breakout sessions, and our bustling Expo Floor - that attending delegates leave the Javits Center with abundant resources, ideas and examples they can apply immediately to leveraging the Cloud, helping them to maximize performance, minimize cost and improve the scalability of their Enterprise IT endeavors.

Delegates will leave Cloud Expo with dramatically increased understanding the entire scope of the entire cloud computing spectrum from storage to security.

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