

Yellow Pages (Singapore) Limited

Company Registration Number: 200304719G

NEWS RELEASE

LATEST EDITION OF YELLOW PAGES BUYING GUIDE REACHES OVER 1 MILLION HOMES AND OFFICES IN SINGAPORE WITH A GOLDEN JACKPOT OF \$40,000 CASH PRIZE

Singapore, August 21, 2007 – Yellow Pages (Singapore) Limited (YPS), the leading multi-platform directory search and advertising solutions provider, today announced the commencement of its door-to-door delivery of Buying Guide 2007/2008 to over 1 million homes and selected companies in Singapore. Delivery of Buying Guide will start from 21 August to 31 October 2007.

YPS recognises revenue for its print directories according to the rate of distribution. Therefore, the bulk of the revenue from print directories is typically recognised when distribution of directories takes place.

The company embarked on the door-to-door exercise two years ago as a move to bringing advertisers closer to consumers by connecting ready buyers and sellers.

As part of its 40th anniversary celebrations and to reward users for their support of the directory, YPS has organised a three-month Yellow Pages Golden Jackpot promotion where one lucky winner can win a cash prize of \$40,000. Details of the promotion are found on pages A38-A40 of the latest edition of Buying Guide and on www.yellowpages.com.sg/anniversary.

Based on market research by ISR Insights in 2006, Yellow Pages is the most frequently used directory registering 99 percent usage level among a sample size of 2,000 and each adult refers to the directory almost 10 times per year, a 20 percent increase from 2003. In addition, 96 percent of those who had used the Buying Guide made contact with the advertisers.

“Yellow Pages’ door-to-door delivery is a highly effective exercise as no other directories in Singapore reaches out to over 1 million homes and offices. It is on that premise that Samsung is able to leverage on the wide reach that gives us the right level of exposure and branding through a mix of creative solutions that build in various tactical mechanisms that enable quick responses from consumers,” said Mr Ng Long Shyang, Vice President, Sales & Marketing, IT & Telecommunication Products from Samsung Asia Pte Ltd.

“The high usage as shown in the research statistics is an endorsement that Yellow Pages is the guide of choice by users as it effectively connects ready buyers with sellers. It also confirms that our decision on the door-to-door delivery is a right move as look-ups have significantly increased from 2003.

“With our focus to continually improve the content of our directories by making it more user-friendly, users can now access our directories in various platforms from print, operator-assisted search, Internet to SMS. Usage of our directories will continue to sustain and this year, as part of our 40th anniversary celebrations, we want to reward our users with a special prize of \$40,000 cash,” said Mr Goh Sik Ngee, CEO of Yellow Pages (Singapore) Limited.

About Yellow Pages (Singapore) Limited

Established in 1967, Yellow Pages (Singapore) Limited is the largest publisher of telephone directories and provider of classified directory advertising and associated products and services in Singapore.

The Group maintains, develops and updates extensive classified databases of information on businesses, the core of which are small and medium-sized enterprises in Singapore. The Group's principal activities are in the sale of advertising in, and the preparation and publication of classified directories that connect businesses to businesses (B2B) and businesses to consumers (B2C) in both print and digital form. The Group's Internet Yellow Pages (IYP) is the most comprehensive online directory in Singapore and was ranked as the #1 website in the Business and Finance category – Business Directories 2006 in the Hitwise Singapore Online Performance awards programme.

In March 2007, the Group successfully blazed a new trail with the soft launch of its enhanced IYP and Mobile Yellow Pages (MYP). MYP is Singapore's first mobile directory that allows users to access shopping, dining and business information on their mobile phones.

The Group was listed on SGX-ST on December 9, 2004.

For further information, please visit www.yps.com.sg