

NEWS RELEASE

INTERNET YELLOW PAGES WINS HITWISE SINGAPORE ONLINE PERFORMANCE AWARD 2007

SINGAPORE, February 2, 2007 – Internet Yellow Pages (www.yellowpages.com.sg), the digital flagship of Yellow Pages Singapore, has been ranked the #1 website in the Business and Finance category – Business Directories for 2006 in the latest Hitwise Singapore Online Performance awards program.

Registering over 4.5 million searches and 823,316 unique visitors per month for the first nine months ended 31 December 2006 (“9MFY07”), Internet Yellow Pages (IYP) offers the best local directory search for consumers seeking precision searches. It connects ready buyers to sellers, facilitates user interaction and the execution of customised services according to consumer demand.

Mr Goh Sik Ngee, CEO of Yellow Pages Singapore (YPS) said: “We are very honoured to receive this prestigious award. This award is a clear endorsement of our commitment to provide Internet Yellow Pages’ users with an excellent search experience as well as to deliver a superior digital business solution to advertisers, partners and customers.

Internet Yellow Pages (IYP) is set to be a significant growth driver for the company in the next three to five years. We estimate the market potential for online directory services to be at least \$10 million to \$20 million in three to five years.”

Added Mr Chris Rogers, Vice President, Digital Media and Customer Management of YPS, “This award marks another significant milestone to our track record and further strengthens our position as the first-of-choice online platform for our users and advertisers. We will certainly continue to enhance our proprietary databases and leverage our competency in providing precision search directory services customized to each local market and individual user.”

The Hitwise Singapore Online Performance Awards is a unique awards program that recognizes excellence in online performance through public popularity. Employing the world’s largest online sample, The Singapore Online Performance Awards celebrate the #1 websites in over 130 industry categories, based on market share of visits from Internet users in a local market. Companies need not enter their website in order to win and as a result, the Hitwise Singapore Online Performance Awards are a true representation of the most popular websites in this country based on user visits.

Hitwise General Manager for Asia Pacific Sales, Michael Walmsley, said, “The online success of Internet Yellow Pages during 2006 is a fantastic achievement. As Hitwise measure over 800,000 websites, being one of the most popular websites visited by Singapore Internet users is a mammoth achievement.”

About Yellow Pages (Singapore) Limited

Established in 1967, Yellow Pages (Singapore) Limited is the largest publisher of directories and provider of classified directory advertising and associated products and services in Singapore. The Company maintains, develops and updates extensive classified databases of information on businesses, the core of which are small and medium-sized enterprises in Singapore.

The Company is also the only publisher awarded the Singapore Land Authority licensing rights to publish the Singapore street directory. The new edition of the directory will be available in February 2007.

The Company'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). The Company also offers related products and services, including on-line products and services, an operator-assisted telephone search service and database marketing services. In addition, the Company publishes and distributes specialized or niche directories and guides.

The Company was listed on the SGX-ST on 9 December 2004.

For further information, please visit www.yellowpages.com.sg/ypinfo

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