

A Taste of the New Yellow Pages

Yellow Pages' new sections unveiled at the 2004/05 Singapore Phone Book Distribution

Singapore, 13 August, 2004 - Yellow Pages Singapore (**YPS**), a leading information and integrated media company, announces that their 4-prong value-adding initiative in the 2004/2005 Singapore Phone Books (SPB) will be unveiled to the public with the distribution of the SPB, between 17 August and 11 September 2004.

The initiative is a way of achieving greater utility for homes and businesses that use the Yellow Pages, as consumers today have very sophisticated needs and many channels to fill those needs. Being Singapore's most established source of directory information, YPS does its utmost to meet those needs, by regularly re-packaging information (spread throughout the directory) into topic-specific vertical guides that allow for faster, easier searching.

YPS also keeps the directories relevant by giving value to shoppers, not just through directional information but also in the form of shopping discounts/offers.

The 4-Prong Initiative

In the new *Yellow Pages Buying Guide*, there will be the following:

1) Greatest Cutting Deals - For the first time in phone book history in Singapore, a new discount coupon section will be featured. The coupons, offering discounts on a variety of home and lifestyle products and services, will bring direct value to consumers. To use the coupons, consumers simply cut them out from the back of the Buying Guide this year.

2) The After-Hours Section - Created in response to the fact that Singapore is fast becoming 'a city that never sleeps', the After-Hours section aims to provide a quick reference point for services that extend beyond normal operating hours.

In both the new *Yellow Pages Buying Guide* and *Commercial/Industrial Guide*, there will be this new section:

3) Malaysian Index - In response to the needs of the business community for more opportunities across the Causeway, YPS developed an index of Malaysian companies across a multitude of industries. Styled in a user-friendly format, the Index serves as a source-guide for both buyers and sellers of business and consumer services.

In the *Chinese Yellow Pages*, there will be:

4) China Pages - Due to the increase in business and trade activity between Singapore and China, YPS fulfills its vision of facilitating bilateral trade between the two countries with the China Pages. This section will feature listings of over 1,500 China companies, from a wide range of industries, who are interested in promoting their services to the Singapore market. This is the only listing of its kind, with distribution slated at 100,000 copies and circulation in Singapore and selected cities in China.

Recycling Programme

Riding on the success of last year's Yellow Pages Recycling Programme, the company continues to encourage environmental preservation through the recycling of old Phone Books.

For the 2004 programme, YPS would like to appeal for the community's support and participation. The company is reaching out to the community with the help of the People's Association. For the duration of the SPB distribution, posters encouraging the recycling of old phone books at SPB Collection Centres will be placed on Community Club notice boards throughout Singapore.

YPS reminds organizations to recycle through messages printed on their Phone Book Entitlement slips. Through its trade newsletter, Yellow Pages is appealing to its advertisers to recycle their used phone books by either dropping them at the Collection Centres' recycle points; or sending them directly to YPS' appointed recycle agent. (Recycling agent: Altwater Jacob Pte Ltd; contact number: 68635255). Organisations may contact Yellow Pages Singapore if they face any difficulty with this matter.

Proceeds, from the sale of the old phone books to the recycling agent, will be donated to the SingTel Touching Lives Fund, a corporate philanthropy programme to help less privileged children and young persons in Singapore. Donations raised go towards helping the beneficiaries achieve their maximum potential and, as far as possible, be self-reliant.

YPS has arranged for 17 Phone Book Collection Centres from which users may collect their phone books and in turn place their old copies in recycling bins found there.

Members of the public will receive their phone book entitlement slips before the start of distribution.

Enclosed in the press kit is a mini sized preview of what the 2004/05 SPB covers and 4-pronged initiatives look like.

About Yellow Pages (Singapore) Pte Ltd

Yellow Pages Singapore is a leading information and integrated media company with over 36 years of experience in publishing and advertising sales. Its principal activities include the publishing of the Singapore Phone Books (comprising the White Pages Residential and Business Listings, the Chinese Yellow Pages and the Yellow Pages Buying and Commercial/Industrial Guides) and advertisement sales.

Addressing advertiser and user needs for multiple channels of directory search, the Internet Yellow Pages (yellowpages.com.sg), an online version of the Singapore Yellow Pages and CitySearch 1900 7-777-777, an operator assisted directory search service were introduced in 1997 and 2000 respectively.

Yellow Pages (Singapore) Pte Ltd is equally owned by CVC Asia Pacific (CVC) and JP Morgan Partners Asia (JPMPA), two leading private equity firms in Asia.

For more information about YPS, please visit www.yellowpages.com.sg/ypinfo

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About SingTel Touching Lives Fund

The SingTel Touching Lives Fund is SingTel's annual corporate philanthropy programme to help less privileged children and young persons in Singapore. Funds raised help the beneficiaries achieve their maximum potential and, as far as possible, be self-reliant.

One of the key features of the Fund is SingTel's commitment to match all public donations dollar for dollar. This year, to commemorate the 125th anniversary of telecommunications in Singapore, SingTel will give \$1.25 to the fund for every dollar donated by the public.

Proceeds from the fund-raising activities this year will go towards five children's charities and programme affiliated with the NCSS. They are:

- * Rainbow Centre
- * Asian Women's Welfare Association TEACH ME Programme
- * HELP Family Service Centre
- * Movement for the Intellectually Disabled of Singapore - Yio Chu Kang Gardens School
- * Spastic Children's Association School

For more details on SingTel Touching Lives Fund, please visit www.singtel.com/touchinglives