

Yellow Pages (Singapore) Limited collaborates with Bezurk.com to provide online travel search service

Yellow Pages Singapore integrates Bezurk's travel engine on www.yellowpages.com.sg

Singapore, 13 December, 2007 –Yellow Pages (Singapore) Limited, the leading multiplatform directory search and advertising solutions provider in Singapore, and Bezurk.com, provider of Asia Pacific travel search engine, today jointly announced a collaboration to launch a new travel search service for Singaporeans on Internet Yellow Pages (www.yellowpages.com.sg).

Through this collaboration, Bezurk.com will provide Internet Yellow Pages (IYP) users the opportunity to search and compare travel deals across airlines, online travel agencies, hotel chains and hotel aggregators' websites quickly through a single integrated service.

The new service delivers a comprehensive range of real-time, detailed information on price, availability, scheduling and more. Search results are presented in a simple, easy-to-use interface, and supported by leading-edge "AJAX"-powered sorting and filtering tools.

Research from PhoCusWright and Gomez shows that an average traveller visits three to four websites to compare prices and products before making an online transaction. With this online travel search service, users can access unbiased information that allows precision decision-making with just a simple search.

"As the leading online directory search portal, IYP serves both business and home users, and travel is one of the popular searches across both segments. We see much synergy in this collaboration with Bezurk.com as we continually strive to enhance our offerings to meet our users' needs in the most convenient and efficient manner," said Yellow Pages Singapore's CEO Danny Chow.

"Internet Yellow Pages (IYP) has a proven business track record. It is the most comprehensive online directory in Singapore and was ranked as the #1 website in the Business and Finance categories by Hitwise in 2006. It attracts a high-value professional audience who are both Internet savvy and are frequent travellers," said Craig Hewett, Founder & Chief Marketing Officer, Bezurk.com. "We're excited to be working with IYP to extend our travel search engine to their online users."

The travel search engine will allow Singapore users (via IYP) to:

- Compare prices from dozens of merchants, including both online travel agencies and airline websites on the same screen
- Sort search results by price, departure time, arrival time or flight duration
- Search availability and room rates at more than 100,000 hotels, hostels and Bed & Breakfasts (B&Bs) worldwide
- Filter search accommodation results by price range, star rating, hotel chain or brand, amenities (e.g. broadband Internet), property type and booking partner



IYP delivers comprehensive and up-to-date information from its extensive business and residential databases to help users seeking precise answers. The portal serves more than 800,000 unique visitors with 4.5 million searches per month.

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 SGXST on Dec 9, 2004. For further information, please visit www.yps.com.sg.

About Bezurk (www.bezurk.com)

[Bezurk.com](http://www.bezurk.com) is a comparison-shopping web site that helps travellers from the Asia-Pacific region search for flights, hotels across a multitude of travel websites. Bezurk searches suppliers like the airlines and hotel chains directly but also includes hotel aggregators and online travel agencies. Searching is done in real-time so that results show only the latest pricing and availability. Bezurk links travellers directly through to partner websites to book. Bezurk, which is headquartered in Singapore, was founded in 2005 by former executives from Intercontinental Hotels Group, Yahoo!, Priceline and ZUJI.