

Internet Yellow Pages : New Avenue of Growth for Singapore Businesses

1. **Singapore 15 April 2005** - Yellow Pages (Singapore) Limited (YPS), Singapore's market leader in search directories, is offering businesses another platform to promote themselves. It recently launched the first Chinese online Yellow Pages directory in Singapore. The addition of the Chinese Internet Yellow Pages (CIYP) makes the Internet Yellow Pages (IYP), launched in 1997, the only bilingual online search directory in Singapore.
2. The CIYP, launched in December 2004, is the company's latest foray into the online world. These moves are part of Yellow Pages' efforts to create a more seamless search experience for users and to provide another medium for advertisers and consumers to link up.
3. According to server traffic logs, 60 per cent of IYP's page views came from local users, and of the remaining 40 per cent, the majority of page views came from the Chinese speaking markets of China and Taiwan.
4. Mr Johnson Goh, Director, Marketing and Internet Yellow Pages said: "We therefore saw the need to develop a bilingual website. Since we started the CIYP in December 2004, we have received an average of 19,000 searches a month. This figure shows us that there is a demand for the CIYP among users and we believe it has the potential to become as successful as the IYP."
5. The CIYP also aims to help Singapore small medium enterprises (SMEs) to tap the opportunities in overseas markets, in particular, China. One of the benefits of CIYP is that local SMEs are able to search for China companies that have listed themselves on the site.
6. Said Mr Johnson Goh.: "Overseas expansion is one of the growth strategies for local SMEs, and IYP makes it possible for local SMEs to source for trading partners online in two ways. Via CIYP's China company listings; and also a trade enquiry function on IYP."
7. The popularity of both the Chinese and English versions of IYP with advertisers and consumers can be seen by testimonials to YPS. Jack Chew, Managing Director of Allyumi Enterprise said: "We have been receiving on average two to three enquiries a day since our listing in IYP." Tony Seow, Managing Director of Purple Sage Pte Ltd, told YPS that the positive results in IYP meant that he would, "Definitely continue to prioritise Yellow Pages in our media plan and recommend them to our business partners."
8. Johnson Goh described this feedback as a testament to Yellow Pages' desire to constantly create value for its customers.
9. He said: "At Internet Yellow Pages, we understand that users do not usually do idle browsing at our site. So we have to update and even develop new features to create a better search experience for them."
10. As such, IYP contains features like Refined Search that allows users to cut through the clutter by filtering their searches with specific criteria like a location or payment method etc. In the CIYP, the Hanyu Pinyin search function makes it easy and convenient for users, who do not have the relevant Chinese character software, to make searches on CIYP.

About Yellow Pages (Singapore) Limited

Yellow Pages (Singapore) Limited is the leading publisher of telephone directories as well as the largest provider of classified directory advertising and associated products and services in Singapore..

With over 37 years of experience, its principal activity is the sale of advertising in, and the publication of, classified directories including the Singapore Phone Directories (comprising the White Pages Residential and Business Listings, the Chinese Yellow Pages and the Yellow Pages Buying and Commercial/Industrial Guides).

It also owns the Internet Yellow Pages (www.yellowpages.com.sg), the most comprehensive on-line directory of companies and businesses in Singapore. Other publications and services by Yellow Pages include travel guide magazine Visitors' Guide, operator assistance service CitySearch (1900 7-777-777), Yellow Pages online shopping mall and other database marketing services.

About Internet Yellow Pages

Addressing advertiser and user needs for multiple channels of directory search, the Internet Yellow Pages was launched in 1997 and has proved to be a success. To date, the site has received a monthly average of more than 10 million page views and an average of 100,000 daily searches.

Internet Yellow Pages' trade enquiry function, Trade Link, is essentially a business matching service for local seeking overseas trading partners, and vice versa. To date, Trade link receives an average of more than 100 trade enquiries every month from both the local markets. Trade Link's successful track record includes linking businesses in IT, electronics, food and beverage, construction equipment and much more.

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