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Nokia integrates Yellow Pages Singapore into S60 devices

Yellow Pages integration extends Nokia location-based Services strategy in Singapore

17 December 2007, Singapore – Mobile Yellow Pages, the latest digital media product by Yellow Pages (Singapore) Limited is now integrated into Nokia Series 60 devices, giving users access to more than one million contact points comprising of telephone numbers, addresses, email addresses and URLs. Series 60 is the world's leading smartphone software that enables users to perform multiple tasks on their mobile devices. Combined with Nokia Maps available in many of its devices, consumers will not only be able to search for business & service information, but also view and check the locations of the listed address as well.

With Nokia optimising Yellow Pages Singapore for its devices, consumers are now able to search for business and service listings easily, contact their chosen listing in one click, and then find the actual location using Nokia Maps and navigate there. The contact listing can also be quickly saved onto the device – either in the phone's contacts folder or as a landmark on the Singapore map.

"We have not only integrated Mobile Yellow Pages into our Series 60 devices, but have also linked it to Nokia Maps service too, making this initiative an extension of our location based services strategy," **said Chris Carr, General Manager, Nokia Singapore**. "From ATMs to restaurants and entertainment categories, there are over 130,000 listings now available for consumers to browse through, find the information they need and get to where they want to go from wherever they are."

Mobile Yellow Pages is available on all Nokia Series 60 devices for now, of which some of the most recently launched devices include Nokia N73, Nokia N91, Nokia N93, Nokia N80, Nokia N76, Nokia N95, Nokia N95 8GB, Nokia N82, Nokia N81, Nokia E60, Nokia E61, Nokia E90, Nokia E61i, and Nokia E65.

"This initiative allows us to get Mobile Yellow Pages into the hands of more consumers, giving businesses in our listing the opportunity to reach out to a wider audience, anytime, anywhere," **said Mr Danny Chow, CEO, Yellow Pages Singapore**. "This opens up more options to create innovative promotions, taking mobile marketing to another level."

To reach the Yellow Pages function in the mobile devices, most users only need to open the "search" folder/icon in their device, where they will be prompted to accept a download of the Mobile Yellow Pages application. For some Nokia Series 60 phones that do not have a "search" folder/icon, users open the "download" folder first and download the "search" icon, and thereafter users will be prompted to download the Yellow Pages Singapore application.

"Research shows that one of the most common usages of the Internet is searching for contact information, therefore making it important to integrate the function into our devices," **said Mr Carr**. "Ultimately, the most exciting part about the service is that we are introducing a significant shift to what search really means, and how it is efficiently fulfilled through the integration with maps and navigation."

Costs will vary according to individual operator data plans. As a guide, conducting a search that returns 10 business listings will generate a low 10-15kb of data traffic.

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About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipment, solutions and services for communications networks.

www.nokia.com

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. 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 Company was listed on the SGX-ST on 9 December 2004. For further information, please visit www.yellowpages.com.sg and www.myp.com.sg