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MEDIA ALERT

YELLOW PAGES SINGAPORE AWARDS THE \$40,000 GOLDEN JACKPOT GRAND PRIZE

SINGAPORE, December 19, 2007 – This is a day that Tan Siew Har, 28 and a mother-to-be, is not likely to forget as she has been announced the winner of the Yellow Pages (YPS) \$40,000 Golden Jackpot contest.

“Christmas has definitely come early for me this year. I still cannot believe that I have won \$40,000!” said Ms Tan. “Thank you, Yellow Pages Singapore.”

To celebrate its 40th Anniversary with a big bang, YPS gave away \$40,000 cash as the grand prize for the Golden Jackpot contest. Aside from rewarding users, the contest also encouraged users to familiarise themselves with the Yellow Pages Buying Guide and Internet Yellow Pages (www.yellowpages.com.sg) as they had to flip and click on YPS products to answer the contest questions.

“YPS is a household brand that has served as the guide of choice for Singaporeans for 40 years, and the Golden Jackpot is one of our ways to thank YPS users for their support,” **said Danny Chow, CEO, YPS.** “Congratulations to Ms Tan for winning the grand prize of \$40,000.”

Serving the business-to-consumer market, Yellow Pages Buying Guide is the only national directory that covers a wide spectrum of products and services. The door-to-door delivery of Yellow Pages Buying Guide reaches over 1.2 million homes and businesses, providing circulation figures which no other mainstream media can match. Circulation has increased substantially from 865,000 copies to approximately 1.4 million copies, increasing reach and penetration of homes and businesses by 3 times.

As part of the ongoing celebrations, YPS continues to reward users through cash prizes in the month of November 2007, January 2008 and March 2008. Eight lucky winners will stand a chance to win \$200 cash each. For more details, log on to www.yellowpages.com.sg.

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 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 Internet and Mobile services, an operator-assisted telephone search service and database marketing services. In addition, the Company publishes and distributes specialised or niche directories and guides.

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