

## **A Fresh, Green Chapter in Yellow Pages Recycling**

*Yellow Pages Recycling and Phone Book Distribution Exercise*

**Singapore, July 25, 2003** - Yellow Pages Singapore (**YPS**) announces the distribution of the 2003/04 Singapore Phone Books, comprising the White Pages Residential and Business Listings, and the Yellow Pages Buying and Commercial/Industrial Guide, from 15 August 2003 till 11 September 2003. Members of the public can expect to receive their phone book collection slips one week prior to the start of the distribution.

The public can collect their 2003/04 directories from 17 Distribution Centres around Singapore from 15 August - 29 August; after which, four mega-distribution Centres will remain open from 30 August - 11 September 2003. (Operating hours of the centres are from 8.30am to 6.30pm, Mondays to Saturdays, except Sundays & Public Holidays. Locations of the distribution centres can be found on Appendix A.) They will have the option of collecting the White Pages Residential and Business Listings in CD-ROM format instead of the hardcopy directories.

Held in conjunction with the distribution exercise is the Yellow Pages recycling drive. This year's recycling project aims to take a big leap forward. YPS received the support of the National Environment Agency for this recycling initiative, while 25 schools and 4 Housing and Development Board (HDB) Town Councils have responded to the call to rally Singaporeans to recycle their old phone books during this period.

"We seek the co-operation and support of the public to save paper, and recycle all used paper at home, in schools, offices, and any place where paper is used," said Mr Ong Seng Eng, Head of the Resource Conservation Department of the NEA. "We commend Yellow Pages (Singapore) for its efforts to reduce paper waste by offering CD-ROMs to subscribers in place of hard copies, and encouraging subscribers to recycle old directories. We hope the public will take part in this recycling initiative."

The schools have already pledged their support for this program. From Primary to Junior College level, they have displayed an enthusiasm to play their part in furthering the 'Green' cause. Students who are able to, will be encouraged to collect old directories from their home and neighbours to deposit in Yellow Pages recycle bins provided at their schools. YPS appointed recycling agent would subsequently collect them.

"It is a good exercise for the students to take part in this program because it starts them on the path of environmental awareness from a young age. It also provides an opportunity for them to learn about, and adopt the habit of recycling," said Mrs Natalie Lim, Teacher-in-charge of Green Club, Methodist Girls' School.

A handful of Town Councils have also helped to bring the recycling message right up to residents' doorsteps by agreeing to put up recycling posters on void deck notice boards one week before the start of the phone book distribution.

YPS urges all Singaporeans to respond to the call to recycle. Last year's drive saw 60 000 phone books recycled by the public and business sector. This year the target is a 15% increase, although the company hopes that working with educational institutes and HDB Town Councils will help to raise awareness of the recycling message and push the amount of recycled phone books well beyond the target.

"We should make the most of any opportunity to demonstrate social responsibility. This program is our way of giving something back to the community that has supported us all these years." said Mrs Wong Sau Lin, Chief Executive Officer for YPS.

Proceeds from the recycling will go to YPS appointed charity, the Movement for the Intellectually Disabled of Singapore (MINDS).

### **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, and the Yellow Pages Buying and Commercial/

Industrial Guides, and Chinese Yellow Pages) and advertisement sales.

Addressing advertiser and user needs for multiple platforms of directory search, the Internet Yellow Pages ([www.yellowpages.com.sg](http://www.yellowpages.com.sg)), an online version of the Singapore Phone Books and CitySearch 1900 7-777-777, an operator assisted directory search service were introduced in 1997 and 1999 respectively.

Yellow Pages (Singapore) is equally owned by CVC Asia Pacific (CVC) and JP Morgan Partners Asia (JPMPA), two leading private equity firms in Asia. Currently, CVC and JPMPA have investments totalling US\$3 billion in Asia.

For more information about YPS, please visit [www.yellowpages.com.sg/ypinfo](http://www.yellowpages.com.sg/ypinfo).

### **About the National Environment Agency**

The National Environment Agency (NEA) was formed on 1 July 2002 as a statutory board of the Ministry of the Environment (ENV) to focus on the implementation of environmental services. Each of the NEA operational divisions - Environmental Protection, Public Health, and Meteorological Services - plays a vital role in ensuring a safe, clean and healthy environment for Singapore. More information about the NEA is available at <http://www.nea.gov.sg>.

### **About Movement for the Intellectually Disabled of Singapore (MINDS)**

MINDS is one of the oldest and largest non-governmental voluntary welfare organisations catering to the needs of Intellectually Disabled persons and their families in the areas of education, vocation, social and welfare. It operates Special Education Schools, Sheltered Workshops, Training & Development Centres, and Residential Homes, serving around 2 400 Intellectually Disabled persons. For more information, visit the MINDS website at <http://www.minds.org.sg>.

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### **Appendix A**

No	DISTRIBUTION CENTRES	Collection Date
1.	Aljunied Crescent Void Deck Blk 106 Aljunied Crescent S(380106)	15 Aug - 29 Aug 2003
2.	Bukit Merah Void Deck Blk 123 Bukit Merah View S(152123)	15 Aug - 29 Aug 2003
3.	Choa Chu Kang Void Deck Blk 346 Choa Chu Kang Loop S(680346)	15 Aug - 29 Aug 2003
4.	Clementi Void Deck Blk 324 Clementi Avenue 5 S(120324)	15 Aug - 29 Aug 2003
5.	Holland Drive Void Deck Blk 17 Holland Drive S(271017)	15 Aug - 29 Aug 2003
6.	Hougang Void Deck Blk 461 Hougang Avenue 10 S(530461)	15 Aug - 29 Aug 2003
7.	Jurong West Void Deck Blk 662D Jurong West St 64 S(644662)	15 Aug - 29 Aug 2003

8.	Marine Parade Void Deck Blk 51 Marine Terrace S(440051)	15 Aug - 29 Aug 2003
9.	Serangoon Void Deck Blk 203 Serangoon Central S(550203)	15 Aug - 29 Aug 2003
10.	Tampines Void Deck Blk 156 Tampines St 12 S(521156)	15 Aug - 29 Aug 2003
11.	Toa Payoh Void Deck Blk 157 Lorong 1 Toa Payoh S(310157)	15 Aug - 29 Aug 2003
12.	Woodlands Void Deck Blk 792 Woodlands Ave 6 S(730792)	15 Aug - 29 Aug 2003
13.	Yishun Void Deck Blk 151 Yishun St 11 S(760151)	15 Aug - 29 Aug 2003
14.	Ang Mo Kio Void Deck Blk 343 Ang Mo Kio Ave 3 S(560343)	15 Aug - 11 Sep 2003
15.	Bedok Town Centre Void Deck Blk 201 Bedok North Street 1 S(460201)	15 Aug - 11 Sep 2003
16.	Jurong East Void Deck Blk 228 Jurong East St 21 S(600228)	15 Aug - 11 Sep 2003
17.	Newton Fringe Carpark Clemenceau Avenue North	15 Aug - 11 Sep 2003

\*Public may also collect their phone books from the  
Yellow Pages Retail Centre  
1 Lorong 2 Toa Payoh S (319637)  
(Next to Braddell MRT station - NS 18)  
Mon - Fri, 9 am - 12 pm, 2 pm - 5 pm  
(Except Saturdays, Sundays & Public Holidays)