



Yellow Pages (Singapore) Limited

Company Registration Number: 200304719G

MEDIA RELEASE

FOR IMMEDIATE RELEASE

YELLOW PAGES CELEBRATES 40 GOLDEN YEARS OF PROSPEROUS BUSINESS AND GROWTH WITH LOYAL ADVERTISERS

Singapore, February 18, 2008 – Yellow Pages (Singapore) Limited (YPS) celebrates its 40th Chinese New Year together with its long-supporting advertisers through a display of the traditional lion dance performance featuring 20 majestic lions as well as a plaque presentation ceremony, both to be held within the compound area of its building.

2. Mr Lawrence Leow, President of the Association of Small and Medium Enterprises or ASME, has been invited to grace the event.

3. Since its inception in 1967, YPS has enjoyed the long-standing support of its eleven loyal advertisers whose businesses have prospered over the years. To commemorate YPS' 40 year-strong customer relationships, the VIP guests will be invited to participate in the lions' eye-dotting ceremony, a symbolic act believed to 'awaken' the lions' spirit and bless participants with fortune and prosperity. Plaques of appreciation will also be presented to them.

4. Officiated by Mr Danny Chow, YPS Chief Executive Officer, YPS will also bring the auspicious lion dance performances to VIP guests and their businesses located across Singapore in industrial estates like Tuas, Bukit Batok, Bedok North and as well as in other commercial buildings.

5. “For the past 40 years, YPS is a familiar household brand name that has served to be the guide-of-choice for Singaporeans. We believe we have played a strategic and critical role in contributing towards the success of our advertisers and their businesses. Without a doubt, it is with their continued support throughout the years that has enabled YPS to rise to where we are today,” said Mr Chow.

6. “Pest Buster congratulates and wishes every success to YPS on its celebration of 40 prosperous golden years. Through its wide range of various advertising platforms and solutions offered, we were able to reach out to the right target audience and maximise the returns of our advertising investments,” said Mr Thomas Fernandez, Chief Executive Officer, PestBusters Pte Ltd.

7. For more information on our products and services, please visit www.yps.com.sg.

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.

Known as the Singapore Telephone Directory when it was first printed and distributed in July 1968, Yellow Pages (Singapore) Limited has since evolved from a print directory company to today’s leading multi-platform directory search and advertising solutions provider.

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 SGX-ST on December 9, 2004.