



Yellow Pages  
S i n g a p o r e



## Media Release

### For immediate release

### SPH partners Yellow Pages Singapore To Promote ZapCode™

Singapore, 13 May 2008 - Come September 2008, 1.4 million households and businesses in Singapore will receive their new 2008/2009 edition of Yellow Pages Buying Guide. But instead of the usual black text its yellow pages, users of the directory will see more display advertisements carrying the four colour ZapCode™.

ZapCode™ is a digital marketing platform launched by SPH NewMedia Ltd, a fully owned subsidiary of Singapore Press Holdings Ltd (SPH). SPH NewMedia Ltd & Yellow Pages (Singapore) Limited have entered into a strategic alliance to provide value-added services to advertisers.

In January 2007, SPH NewMedia Pte Ltd signed an agreement with ColorZip SEA Pte Ltd, the company which holds the rights to this patented technology, to become its master distributor and licensee in Singapore.

ColorZip's patented ColorCode Technology™ is currently found in Japan and Korea and in Singapore under SPH NewMedia's branding, ZapCode™.

ZapCode™ allows users to download discount coupons, ring-tones, wall paper, etc. into their mobile phones. To enable this technology, a mobile phone user needs to download free software developed by ColorZip known as ColorCam™ into his mobile phone. The phone is then transformed into a scanning device necessary to read the code; almost any kind of content and not limited to text, images, videos, etc. can be linked to the code by a URL and the content is then transferred back to the phone user.

"Advertisers are seeking different platforms from which to connect to their customers, and we want to present ZapCode™ as a versatile communication and marketing tool for them. The code can be placed on any medium, from posters to T-shirts to websites. It presents a cost-effective tool for advertisers to get their message across," explained Mr. Leslie Fong, Senior Executive Vice President of SPH's Marketing Division.

His view is shared by Mr. Danny Chow, Chief Executive Officer of Yellow Pages (Singapore) Limited: "This breakthrough partnership between two of Singapore's leading publishers is aimed at propagating the use of ZapCode™ and bringing value-added solutions to businesses and consumers. We are confident that ZapCode™ can bring optimized reach and exposure to our valued advertisers and would encourage Singaporeans to discover the benefits of 'Zapping' anytime, anywhere, to enjoy the latest promotions offered by advertisers."

Currently, promotions featuring the 5 X 5 code with the 4 colours (red, blue, green, black) are found in the newspapers, magazines, movie theatres, Amex Selects dining booklets etc. It will soon appear in bills, websites, schools, shopping centres, pubs, etc. as the SPH marketing team works to proliferate ZapCode™ in a big way.

As advertisers become more sophisticated in terms of their media options, digital marketing is set to become more popular as it offers the much needed ROI desired by the brand owners. For example, a "Zap" report capturing the zappers' profile can be produced for the advertiser after a campaign. ZapCode™ has been used successfully to complement advertising campaigns by Performance Motors Ltd, Triumph International, American Express, Singapore Airlines, etc.

To help advertisers and business owners learn about the advantages and the value of a ZapCode™, Yellow Pages Singapore will be holding two "Be Zapped!" sessions on Thursday, 15 May 2008 at Dragonfly of the St James Power Station, from 10am to 12pm and 2pm to 4pm. ZapCode™ not only increases interactivity between advertisers and consumers, it also offers the flexibility of updating corporate information, offers and promotions instantaneously, thus increasing the relevance of their display advertisement in the Yellow Pages.

There are currently 198 mobile phone models compatible with the ColorCam™ software in Singapore. In October 2007, ColorZip entered into a strategic partnership with Sony Ericsson to pre-load the software into their new handsets that were to be sold through the three telecommunications providers. About half a million phones in Singapore are now ColorCam™ enabled.

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[About SPH NewMedia Pte Ltd](#)

SPH NewMedia Pte Ltd, a subsidiary of Singapore Press Holdings Limited, is the master distributor and licensee of the ZapCode™ technology in Singapore. ZapCode™ is essentially a colourful, high-tech advance over the familiar black and white barcode. Users need only to point the camera on their mobile phones at a ZapCode™ icon and click. The free award-winning software then reads and deciphers the ZapCode™ and triggers the sending of data back to the device.

[About Singapore Press Holdings Ltd](#)

**Newspapers and Magazines**

Main board-listed Singapore Press Holdings Ltd (SPH) is the leading media company in Singapore, delivering news and information through print, Internet and broadcasting platforms. In Singapore, it publishes 14 newspapers in four languages. Every day, 2.9 million individuals or 81 percent of people above 15 years old, read one of SPH's news publications. SPH also publishes and produces more than 100 magazine titles in Singapore and the region, covering a broad range of interests from lifestyle to information technology.

**Internet and Mobile**

Beyond print, the Internet editions of SPH newspapers enjoy over 110 million pageviews with 7 million unique visitors every month. Apart from SPH AsiaOne portal, SPH's online and new media initiatives include a revolutionary mobile advertising and information service, ZapCode; online marketplace for products, services and employment, ST701; and STOMP (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging.

**Broadcasting**

SPH has a 20 percent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8, U and TV Mobile, and a 40 percent stake in MediaCorp Press Pte Ltd, which publishes the free newspaper, Today. In the radio business, SPH has a 80 percent stake in

SPH UnionWorks Pte Ltd, which operates entertainment stations Radio 100.3 FM in Mandarin and Radio 91.3 FM in English.

### **Outdoor Advertising**

In addition, SPH has ventured into outdoor advertising through its wholly-owned subsidiary, SPH MediaBoxOffice Pte Ltd, Singapore's largest outdoor motion display advertising network media company, and a 35 percent stake in TOM Outdoor Media Group, a leading outdoor advertising company in China.

### **Properties**

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. SPH's wholly-owned subsidiary, Times Development Pte Ltd, is also developing a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

Visit [www.sph.com.sg](http://www.sph.com.sg) for more information.

### **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. We maintain, develop and update extensive classified databases of information on businesses, the core of which are small and medium-sized enterprises in Singapore.

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) on four platforms – print, internet, mobile and voice. The Group's Internet Yellow Pages (IYP) is the most comprehensive online directory search site in Singapore and was ranked as the #1 website in the Business and Finance category – Business Directories in the Hitwise Singapore Online Performance Awards Programme in 2006 and 2007.

The Group was listed on SGX-ST on 9 December 2004.

### **Enclosed photo**



Mr Leslie Fong (left), Senior Executive Vice-President, Marketing, Singapore Press Holdings with Mr Danny Chow (right), Chief Executive Officer of Yellow Pages (Singapore) Limited at the signing ceremony.