

## NEWS RELEASE

### PRECISION SEARCH ON YOUR MOBILE TELEPHONE ANYTIME, ANYWHERE

Yellow Pages Singapore introduces Mobile Yellow Pages™ and enhanced features and functionality for Internet Yellow Pages™

**Singapore, March 29, 2007** – Yellow Pages (Singapore) Limited, the leading multi-platform directory search and advertising solutions provider, announced the beta launch of Mobile Yellow Pages™ (MYP) today.

MYP is Singapore's first mobile directory that allows users to access shopping, dining and business information on their mobile telephones. Yellow Pages' precisionSEARCH™ makes it a cinch for consumers to get information on the go. All they have to do is SMS their query in a short, simple phrase (e.g., Indian food in Siglap) to Telephone No. 77777, and they will receive a list of establishments (up to 2 matches for each query) that match their query via SMS.

"The integrity of our content is key in all our product development initiatives. At Yellow Pages, we pride ourselves on the value of our intellectual property and stay relevant by leveraging on appropriate technology and applications to help fulfil the search requirements of the consumers in the most convenient and efficient manner.

"Mobile Yellow Pages is only one of the platforms we have made as the touchpoints for the distribution of our content that serves to satisfy users on the move. We will continue to harness the strength of new technological applications to achieve maximum reach for our content," said Yellow Pages Singapore CEO Goh Sik Ngee.

Available to users on SingTel, M1 and StarHub mobile networks, MYP provides anytime, anywhere location-based information like company names, brands, products and services. Advertisers will also get to sponsor particular keywords to increase the chances of being included in search results. The beta version of MYP

will be offered over a period of three months from the date of launch and to encourage usage, all enquiry charges will be waived during this period. The fees for usage will be announced thereafter.

In addition to the new mobile directory service, Yellow Pages Singapore also introduced enhanced features that have been added to the Internet Yellow Pages™ (IYP) – the company's one-stop precisionSEARCH™ directory portal that connects ready buyers and sellers at [www.yellowpages.com.sg](http://www.yellowpages.com.sg).

IYP, which is already Singapore's most comprehensive online directory, not only comes with a more user-friendly interface, it now allows users to conduct searches by product, service, brand name, company name or geographic location. The new features allow for even more sophisticated searches, better functionality, and improved user personalisation and participation on IYP.

#### Enhanced IYP Features for Consumers:

**Call Connect** – Connecting consumers with advertisers, Call Connect allows consumers to schedule when an operator to call him back at any local or overseas telephone number. Available as both a phone to phone or phone to PC (VoIP), advertisers and users do not need to worry about IDD costs or user privacy as telephone numbers are not disclosed. Through this service, advertisers can also track the numbers of calls made by users.

**SMS Forwarding** – Consumers can forward advertiser details directly to their mobile telephones for reference or saving to contact list.

**Ratings / Reviews** – Consumers get to sort a search result by ratings / reviews to learn what others are saying about specific advertisers. They can also provide their own feedback.

**My Address Book** – Consumers can download advertiser details into their MS Outlook address book.

**Alerts / Notifications** – Consumers get to log in and personalise their interests. They can choose to be alerted via SMS and/or email of special events, such as new business opening, that may be of interest to them.

**Comparisons** – Consumers can select up to 10 different businesses and compare their specific attributes such as product features, pricing, locations, etc.

Businesses that advertise on IYP will also benefit from the upgrade, as they will be able to leverage on the new tools, like Call Connect and Ratings/Reviews, to creatively reach out to their target audience.

#### Enhanced IYP Features for Advertisers:

**Keyword Marketing** - In addition to buying listings, banner ads and electronic direct marketing (eDM), advertisers can purchase keywords to display targeted, sponsored links.

**WebChannel** – This offers interactive television commercials on the Internet. Defined ‘channels’ on IYP offers classifications like sports, food & entertainment, etc. where messages are targeted specifically to the relevant ‘channels’/classifications for maximum marketing ROI. With a spectrum of 2700 core classifications tailoring to the varying needs of consumers, advertisers can also develop a network of websites or WebChannel marketing strategies to be managed and deployed centrally through YPS.

With the introduction of MYP and an all new enhanced IYP, Yellow Pages Singapore continues to reinvent itself to meet the needs of modern day consumers and advertisers. Backed by a wealth of experience in helping buyers make informed purchase decisions and execute their purchase transactions, the company brings its powerful content to the digital age by offering anytime, anywhere precisionSEARCH™.

“Yellow Pages Singapore has been the proven and authoritative source of information for people in Singapore for 40 years now. The newly introduced MYP and enhanced IYP allow us to stay current to today’s consumers who are more

mobile and technology savvy. They also enable us to provide more powerful and creative options to our advertisers,” added Mr Goh.

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### **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’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 online products and services, an operator assisted telephone search service and database marketing services. In addition, the Company publishes and distributes specialized or niche directories and guides.

The Company was listed on the SGXST on 9 December 2004.

For further information, please visit [www.yps.com.sg](http://www.yps.com.sg)