

## NEWS RELEASE

### **Yellow Pages Singapore Integrates eStara's Click to Call technology within its Comprehensive Online Bilingual Directory**

*Leading Online Business Directory Enables Advertisers to Directly Connect with Customers over the Phone*

**Singapore, March 29, 2007** – eStara, the leading provider of proactive conversion solutions for enhancing online sales and support initiatives, today announced that Yellow Pages Singapore (YPS), the leading multi-platform directory search and advertising solutions provider, will enable their advertisers to receive incoming phone leads from their online directory listings via eStara's Click to Call technology.

Internet Yellow Pages ([www.yellowpages.com.sg](http://www.yellowpages.com.sg)), the digital flagship of YPS, was recently ranked as Hitwise's most heavily trafficked business directory (Business and Finance category – Business Directories) site in the country – a market that will grow to \$107 million by 2008 according to Kelsey Group.

“As the leading directory in Singapore, it is important for us to offer the latest features and strategies to continue to be the choice-of-guide for users seeking precision searches and advertisers targeting to connect with our pool of ready buyers,” said Yellow Pages Singapore's Vice President of Digital Media and Customer Management Chris Rogers. “estara's Click to Call technology bolsters our already strong advertiser tool box and provides us with a differentiator that will help drive our ROI for customers' business listings.”

Using Voice Over IP (VoIP) technology, eStara's Click to Call allows online browsers to speak through their PC, or enter in their phone number for an

immediate callback to a mobile or landline telephone, and connect with Yellow Pages Singapore advertisers. Enabling this rapid, interpersonal contact is proven to increase the likelihood of a sale and drive online revenues for online directory advertisers.

To reinforce YPS' mission in connecting ready buyers to advertisers, the service is known as Call Connect and is available on Internet Yellow Pages via upgrade options to current clients and through its annualized advertising packages to new customers.

“As the leader in a blossoming Internet-driven economy, Yellow Pages Singapore recognizes the value in delivering new conversion tools to their customer base. eStara's Click Suite for Local Search, featuring Click to Call, helps track ad effectiveness for IYP publishers,” eStara CEO John Federman said. “When connecting buyers and sellers, the power of person-to-person voice interactions is second to none for converting multichannel sales.”

### **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)

### **About eStara**

eStara is a leading provider of proactive conversion solutions for enhancing online sales. The world's most recognized brands -- including Continental Airlines, DaimlerChrysler, Dell Financial Services, and SuperPages.com -- leverage eStara's OnDemand services to engage customers with the right form of contact at the right time to increase revenue, reduce website abandonment and improve customer satisfaction. eStara is a wholly owned subsidiary of ATG (Art Technology Group, Inc., NASDAQ: ARTG). For more information, visit [www.eStara.com](http://www.eStara.com).

*This press release contains forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Further details on these risks are set forth in ATG's filings with the Securities and Exchange Commission. These filings are available free of charge on a website maintained by the SEC at <http://www.sec.gov>. Additional risk factors related to the subject matter of this press release include: the possibility that eStara's product and service deployments will not be successful, on time or significantly enhance the user's Internet experience; the need to adapt to rapid changes so products and services do not become obsolete; the possibility of errors in eStara's software products and services; the possibility that eStara's offerings will not enhance its customers' online sales or otherwise provide the expected benefits to its customers; and the possibility that eStara's product strategy may change in the future. eStara and ATG undertake no obligation to update any of the forward-looking statements after the date of this press release.*

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