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## Press Release

### For Immediate Release

#### Yellow Pages Buying Guide Does the Walking

*An Ad placed in the Buying Guide is Delivered to approximately a Million Homes and 120,000 Businesses*

**Singapore 10 August 2005** – Yellow Pages (Singapore) Limited (“YPS”), Singapore’s leader in search directories, announced that it will conduct a massive island-wide initiative beginning this August.

Unlike the previous practice of self-collection of the Singapore Phone Book (comprising the White Pages Business Listings and Residential Listings, the Chinese Yellow Pages, the Yellow Pages Buying Guide and Commercial/Industrial Guide), YPS will deliver the Yellow Pages Buying Guide to the doorsteps of over **a million households** in Singapore and the Singapore Phone Book to about **120,000 businesses** at no extra charge.

“From our last distribution exercise, we found that approximately 32% of all fixed line subscribers collect their directories; one of the main reasons given was the inconvenience of having to collect them. It is time to change the way we are doing things. We decided to create convenience for our phone book users and add value to our advertisers by maximising the reach of the Buying Guide,” said Mr Goh Sik Ngee, Chairman and CEO of Yellow Pages (Singapore) Ltd.

#### Increased Reach for Advertisers

“Advertising in the Yellow Pages directories produces results for our advertisers. From the survey we commissioned in 2003, we found that 94 percent of Yellow Pages users found the product or service they were looking for in the directory and out of that, 65 percent made purchases. This is a clear testament of the effectiveness of advertising in our directories,” said Mr Goh. “But we want to do more for our

advertisers - many of which are small/medium entrepreneurs. We want to guarantee that our customers' advertising message reaches the doorstep of all households and businesses in Singapore. We believe that this will increase the effectiveness of their advertising."

Increasing the reach of the directories will be a massive exercise for YPS. To make this possible, YPS has appointed SingPost as its distribution partner and will be spending an additional S\$2 – 2.5million in ensuring that the directories are distributed to households and businesses.

Mr Goh admits, "This is going to be a costly exercise. But it will be a worthwhile investment. It will create a win-win situation for our advertisers and us."

#### Increase Reach Without immediate Increase in Rates

The chief advantage of the initiative is that it will give advertisers a 2 – 3 fold increase in reach (almost 100% penetration to households and businesses), at no added cost. Advertisers in the current 2005/06 edition of the Yellow Pages directories, which will benefit from the distribution, are paying the same rates as they were under the old distribution system. YPS is not increasing the rates for the 2006/07 edition of the Yellow Pages either. "Our current priority is to deliver a value-add to our advertisers," said Mr Goh.

#### Advertisers Agree

Advertisers in the current 2005/06 edition of the Yellow Pages directories agree with the YPS. Donald Quek, General Manager of Hendon Creation Pte Ltd, said, "I appreciate that Yellow Pages is giving us more value by delivering the phone books to everybody's door steps in the coming August 2005 publication. That means I am assured of 100 percent total market coverage for my advertisement."

Another advertiser, Mr Robert Chia, Director of Corona Paint said, "I strongly believe that the distribution exercise will benefit advertisers like me in terms of revenue generation through an increase in consumer usage."

The distribution of the 2005/2006 Singapore Phone Book will begin on August 17 and end by October 7. For more information on this exercise, log onto [www.yellowpages.com.sg](http://www.yellowpages.com.sg)



### **About Yellow Pages (Singapore) Limited**

Yellow Pages (Singapore) Limited is the leading publisher of telephone directories as well as the largest provider of classified directory advertising and associated products and services in Singapore.

With over 37 years of experience, its principal activity is the sale of advertising in, and the publication of, classified directories including the Singapore Phone Directories (comprising the White Pages Residential and Business Listings, the Chinese Yellow Pages and the Yellow Pages Buying and Commercial/Industrial Guides).

It also owns the Internet Yellow Pages ([www.yellowpages.com.sg](http://www.yellowpages.com.sg)), the most comprehensive on-line directory of companies and businesses in Singapore. Other publications and services by Yellow Pages include travel guide magazine Visitors' Guide, operator assistance service CitySearch (1900 7-777-777), Yellow Pages online shopping mall and other database marketing services.

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