

## NEWS RELEASE

### YELLOW PAGES SET TO ACCELERATE GROWTH OF ONLINE BUSINESS

- **Invests more than S\$1m to upgrade online capabilities as part of strategy to re-launch IYP**

*Singapore, November 2, 2006* - Yellow Pages (Singapore) Limited (“YPS” or the “Group”), Singapore’s largest publisher of directories and provider of classified directory advertising and associated products and services, announced that it is investing more than S\$1 million to enhance the technology and capability of its Internet Yellow Pages (“IYP”) ([www.yellowpages.com.sg](http://www.yellowpages.com.sg)). As part of the Group’s plans to upgrade and enhance its existing IYP, the Group has acquired a state-of-the-art search engine from US-based leading information access company Endeca Technologies Inc. (“Endeca”). This is in preparation for the re-launch of Internet Yellow Pages next year.

Said Mr. Goh Sik Ngee, CEO of Yellow Pages (Singapore) Limited: “IYP is currently the Group’s fastest-growing business segment and we believe IYP is set to be a significant future growth driver for YPS’ online business in the next three to five years. We estimate the market potential for online directory services to be at least S\$10 million to S\$20 million in three to five years.

With our investment to upgrade our search engine, we aim to leverage on our improved capabilities to generate an increase in unique visitors and searches, engage the audience in cyberspace and capture the highest mindshare among Internet users on products and services directory search.”

Launched in 1997, the IYP is the most comprehensive on-line directory in Singapore, which allows users to conduct searches by product, service, brand name, company name or geographic location.

For the financial year ended March 2006 ("FY2006"), revenue contribution from IYP doubled year-on-year to S\$1.5 million, contributing 2.7% of the Group's revenue in FY2006. Sales contracts from IYP almost doubled in 1QFY07 to S\$0.84 million, an increase of 96.2% from S\$0.43 million in 1QFY06.

With the acquisition of Endeca's information access platform, IYP is set to be the first Singapore online directory site to incorporate Endeca's state-of-the-art search engine to provide internet users with flexible and "intelligent" easy-to-use search functions.

Mr. Goh added: "In addition to upgrading our search engine, the Group is also working on enhancing our proprietary databases based on our established knowledge of users' search behaviour and integrating regional directory databases so that IYP will be a regional directory search portal. The user interface will be reworked to present these new capabilities in a natural, easy-to-use format. The revamped IYP will enjoy a significant increase in capacity, speed and search capability.

Our strength lies in our ability to provide directory search services customised to each local market and individual user. Internet users can tap on our extensive proprietary classified databases of information on businesses covering from MNC to government institutions and small and medium-sized enterprises. The revamped IYP online search engine will offer natural, intuitive and guided search options allowing the consumers to find information faster and easier. Its flexible infrastructure will allow YPS to provide better response times and to adapt nimbly to changes in consumer behaviour. Besides enhancements in search functions, the new search engine will also have increased inventory capacity catering for more advertiser data and incorporate targeted content to allow advertisers to promote their seasonal and product campaigns."

"Since our IYP is highly scalable, we plan to "export" this capability to other markets in the region. With our established "Yellow Pages" brand name and market leadership position in the provision of directory search services, we are confident that we can translate our strong brand recognition for our print directories to our IYP services," continued Mr Goh.

YPS' investment in the online search engine is part of its planned investments in IYP to accelerate the growth of its online services. Both capital and operational investments would be made in hardware, software and specialized IT resources. The Group's planned overall capital expenditure in FY2007 is expected to increase to S\$2.5 million to S\$3.0 million, from S\$1.1 million in FY2006. Operational investments, mainly in specialized IT and sales personnel would be moderated, varying in line with the progress of its new IYP search engine and market conditions.

Said Mr Steve Papa, CEO of Endeca, "For high traffic, high structure applications, the key to delivering a superior user experience is a combination of simplicity, speed and interactivity – exposing the full breadth of information available while offering the tools to help find specific items in a wide variety of ways. By taking advantage of the latest advancements in information access technology, Yellow Pages Singapore will be able to provide its visitors with first-of-their kind capabilities to explore, find and compare listings of interest. The capabilities of the Endeca Information Access Platform will encourage greater page views per session while offering new ways to promote contextually relevant content, benefits that will make Yellow Pages Singapore an incredibly attractive service for advertisers."

Going forward, the Group is planning further investments to deepen market penetration of its print directories in Singapore, accelerate the growth of its online services and explore opportunities to further expand within the region.

### ***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, covering from MNC to government institutions and small and medium-sized enterprises.

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 on-line 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 SGX-ST on 9 Dec 2004. For further information, please visit [www.yellowpages.com.sg/ypinfo](http://www.yellowpages.com.sg/ypinfo)

### ***About Endeca***

Endeca is a next-generation information access company, uniting the ease of search with the analytical power of business intelligence. Combining patented intellectual property, breakthrough science and a deep focus on user experience, the Endeca Information Access Platform helps people find, analyze and understand information in ways never before possible. Leading global organizations like ABN AMRO, Bank of America, Boeing, Cox Newspapers, Dice, The (US) Defense Intelligence Agency, The Home Depot, Hyatt, IBM, John Deere, The Library of Congress, Nike, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs and streamline operations.

Headquartered in Cambridge, MA, USA, Endeca is a private company.

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