

## **PRESS RELEASE**

### **DOORSTEP DELIVERY OF BUYING GUIDE AND COMMERCIAL/INDUSTRIAL GUIDE TO KICK OFF ON AUG 17**

**August 15, 2005** – Something will be different this year for Singapore households and businesses. In a never-been-done before exercise of its kind, Yellow Pages (Singapore) Ltd (“YPS”) will be conducting complimentary delivery of the Buying Guide to almost all households and businesses; and the Commercial/Industrial Guide to businesses across Singapore.

Over the next two months, starting August 17 to October 7, households can expect to find a copy of the Buying Guide in their mailboxes or a knock on the door from the friendly SingPost postman, saving them much time and hassle.

For the first time also, households without a fixed phone line subscription will be given complimentary copies of the Yellow Pages Buying Guide.

Delivery of the Buying Guide to all households will be done simultaneously; throughout all residential estates. This will take place daily; between 11am and 9pm. Residents will either receive it in their letterboxes or at their door. If no one is at home, a Delivery Advice will be left for residents to collect the Buying Guide from 31 designated SingPost post offices.

The White Pages Business Listings and Residential Listings will continue with the traditional system of self-collection. YPS has made it more convenient for residents by increasing the number of collection points from 17 to 31; and by using post offices as the collection points.

“This delivery and the improvements in collection centres will make life more convenient for households,” said Mr Goh Sik Ngee, Chairman and CEO, Yellow Pages (Singapore) Limited.

Owing to the scale of the exercise, much planning has gone into ensuring that things proceed as smoothly as possible. "We are also working very closely with our partner Singapore Post, to ensure that delivery to 1.4 million homes and offices is smooth and can be carried out in the most efficient manner," said Mrs Lim Hui Peng, Director (Production), YPS.

Besides the Yellow Pages Buying Guide and Commercial/Industrial Guide, businesses will receive sets of the White Pages Business Listings, Residential Listings CD-ROM and the Chinese Yellow Pages. The number of sets each business will receive this year has been allocated based on needs instead of previously based on the number of phone lines.

Delivery of the Singapore Phone Book to businesses will be done in phases, by business districts; from Mondays to Fridays, during office hours.

Households and businesses can visit [www.yellowpages.com.sg](http://www.yellowpages.com.sg) for more information on the delivery.

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#### **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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