

NEWS RELEASE

NUMBER OF ADVERTISERS JUMPED WITHIN TWO WEEKS SINCE LAUNCH OF ADVERTISING CAMPAIGN

Advertisers' take-up rate increased two-fold and loyalty programmes launched in conjunction with 40th anniversary celebrations

SINGAPORE, November 23, 2007 – The take-up rate of advertisers has doubled within two weeks since the launch of Yellow Pages (Singapore) Limited's latest print advertising campaign which started on 5 November 2007.

Yellow Pages Singapore (YPS) - the leading multi-platform directory search and advertising solutions provider - recently rolled out a two-month advertising campaign in *TODAY*, *Business Times* and *Lianhe Zaobao*. The first wave, which started on 5 November, will end its run today. The next wave will commence in January 2008. A total of 32 classifications had been selected for the first wave of the campaign, and since its launch, the take-up rate of advertisers has doubled for the first two weeks, compared to the same period in last year's sales canvass.

“We are very pleased with the response from our advertisers in these 32 classifications selected from Buying Guide, Commercial / Industrial Guide and Internet Yellow Pages. Although we are still in the preliminary stages of our current sales canvass, the two-fold increase compared to last year's canvass reinforces that Yellow Pages is the preferred and effective advertising medium for our advertisers,” said Richard Sim, Director of Sales, YPS.

In addition to the advertising campaign, YPS has also rolled out a series of loyalty programmes to reward its long-time advertisers in conjunction with its 40th anniversary celebrations. Among the advertisers who have grown with the company through the years include: Rentokil Pest Control Singapore, LHT Holdings, Oriental Metals, Singapore Airlines and Cathay Photo Store.

In particular, Rentokil Pest Control has been an advertiser with Yellow Pages Buying Guide since its launch in 1968. "Rentokil Pest Control Singapore congratulates Yellow Pages on your 40th Anniversary and the launch of your new rewards programme. We have advertised in Yellow Pages for 40 years – starting with the inaugural edition in 1968. The long-term relationships that you have fostered with the Yellow Pages users, reinforces our choice to choose Yellow Pages as our advertising platform. Users can easily search for our services and access our call lines using the Yellow Pages platforms (both hard copy and online). The end result is a win-win testimony for users and Rentokil," said Nicck Yeong, Sales and Technical Manager, Rentokil Pest Control Singapore.

Added Richard, "In my 23 years with Yellow Pages, I have seen how the company has evolved over the years from a pure-print directory player with titles such as Buying Guide launched in 1968 and Commercial / Industrial Guide in 1969, to an integrated advertising solutions provider with our digital media offerings of Internet Yellow Pages in 1997 and Mobile Yellow Pages in 2007. In addition, we also have an operator-assisted concierge service CitySearch which was launched in 2000."

"But, what has made Yellow Pages so special a place is the deep relationships which we have built over the years with many of our long-time advertisers, many of whom have been with us for more than 30 years. This is why we have embarked on a series of loyalty programmes as part of our 40th anniversary to reward our long-time advertisers starting from those who have been advertising with us for at least four years and beyond," added Richard.

To take advantage of the loyalty programmes, advertisers are advised to call the Sales Hotline: 6665-6665.

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) in both print and digital form. The Group's Internet Yellow Pages (IYP) is the most comprehensive online directory in Singapore and was ranked as the #1 website in the Business and Finance category – Business Directories 2006 in the Hitwise Singapore Online Performance awards programme.

In March 2007, the Group successfully blazed a new trail with the soft launch of its enhanced IYP and Mobile Yellow Pages (MYP). MYP is Singapore's first mobile directory that allows users to access shopping, dining and business information on their mobile phones.

The Company was listed on the SGX-ST on 9 December 2004.

For further information, please visit www.yellowpages.com.sg