

Yellow Pages Industry Makes It Easy to Personalize Delivery With Newly Upgraded Consumer Choice Website

***Directory Publishers Nationwide Join to Help Consumers Customize Delivery Through
www.yellowpagesoptout.com***

BERKELEY HEIGHTS, N.J. and TRAVERSE CITY, Mich. – (Feb. 1, 2011) – The Yellow Pages industry today launched an upgraded website at www.yellowpagesoptout.com that allows consumers nationwide to easily manage the delivery of phone directories. The website, developed by the Yellow Pages Association (YPA) and the Association of Directory Publishers (ADP), gives consumers a single location to select which phone directories they receive, or to stop directory delivery altogether.

When it was originally launched in 2009, the site provided visitors with information on how to participate in consumer choice programs directly with individual publishers. The upgraded and redesigned interface increases consumer convenience and reduces confusion about the options available to manage phone book delivery by eliminating the need to contact multiple publishers.

“Our industry is taking a giant leap forward today by launching a clearinghouse site for consumers to control the delivery of directories,” said Neg Norton, president, YPA. “The site, supported by directory publishers across the country, illustrates our ongoing commitment to not delivering a directory to someone who doesn’t want one.”

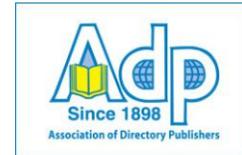
“We continue to believe, and research supports, that directories remain an important tool for consumers searching for local information,” said Larry Angove, president and CEO, Association of Directory Publishers. “That said, we believe it is equally important to provide a simple solution for consumers who only want a certain directory or feel they can do without a directory.”

Easy Interface Gives Consumers Greater, More Reliable Choice

Giving consumers control over delivery to their homes is the primary goal of the industry’s consumer choice initiative. The completely redesigned www.yellowpagesoptout.com includes a visually pleasing format that offers:

- A simple mechanism allowing consumers to stop the delivery of one, several, or all directories to their homes directly from the site
- Images of directory front covers and information on scheduled deliveries, making it easy for consumers to identify which directories to include in their opt-out request
- Email confirmation of participants’ selections

This centralized site is a significant industry effort that includes participation of directory publishers around the country cooperating to make sure that delivery requests are honored and updated on a timely basis.



Providing Valuable & Sustainable Local Search Options

Research shows that approximately 75 percent of U.S. adults use print Yellow Pages to find local businesses every year and that the sales return on the investment for local display directory advertising is \$15 for every \$1 spent.

“Consumers continue turning to print Yellow Pages, both to help find local businesses, driving valuable new leads for our advertisers, and also to quickly access community and government information,” said Norton. “We believe print remains a central component of our industry’s growing portfolio, which today includes digital and mobile platforms. We’re constantly working to transform and innovate so that we can continue supporting local businesses and consumers in the most environmentally friendly way.”

Yellow Pages companies have made dramatic improvements with regard to sustainable phone book production, reducing the amount of directory paper used by 29 percent since 2006. Directories today are printed on paper that is either recycled or made from leftover woodchips from the lumber industry so no new trees are necessary to make directory paper. Publishers have also turned to soy-based inks and have repaginated and redesigned their phone book layouts to minimize paper usage. Yellow Pages companies encourage consumers who chose to receive print directories to recycle them at the end of their useful life.

About the Yellow Pages Association

Originally founded in 1975 as the National Yellow Pages Service Association (NYPSA), the Yellow Pages Association® (YPA®) is the largest trade organization of a print and digital media industry valued at more than \$27 billion worldwide. Association members include Yellow Pages publishers, who produce products that account for over 95 percent of the Yellow Pages revenue generated in the U.S. and Canada. Members also include the industry's international, national and local sales forces, certified marketing representatives (CMRs) and associate members, a group of industry stakeholders that include Yellow Pages advertisers, vendors and suppliers. The Association has members in 29 countries.

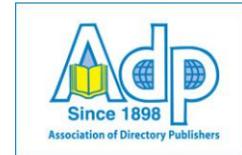
Neg Norton is president of the Association. Christopher Cummings, CEO of Marquette Group, is the chairman of the board of directors. YPA board member companies include Super Media, Local Insight Media, Dex One, DAC Group, AT&T Advertising Solutions, Telmetrics, Inc, Yellow Pages Group and Yellowbook.

The Yellow Pages medium provides a powerful return on investment for advertisers and can serve as the cornerstone of an integrated advertising media mix. For more information, please visit the YPA website at www.ypassociation.org or call (908) 286-2380. To learn more about Yellow Pages advertising, visit www.buyyellow.com. For a Who's Who of Internet Yellow Pages and search engines, visit www.localsearchguide.org.

The Yellow Pages Integrated Media Association is a Delaware not-for-profit corporation, dba Yellow Pages Association.

About the Association of Directory Publishers

The Association of Directory Publishers (ADP) (<http://www.adp.org>), founded in 1898, is the oldest trade association in North America representing the interests of directory publishers and the companies whose products and service support the industry.



Larry Angove is president and chief executive officer of ADP. Danny Bills, owner of ATD – Austin, is chairman of its Board of Directors. ADP Board member companies include Bridgerland Phone Book, Brown Owl Publishing, Downey Publishing, Hagadone Directories, Lakeview Publishing, Names and Numbers, SunShine Pages, Tahoe Telephone Directories, Texas Publishing, Valley Yellow Pages, Yellowbook, and the National Marketing Division of YPA.

The Association of Directory Publishers is a Massachusetts not-for-profit corporation.

Media Contact:

Doug McGraw
Fleishman-Hillard
212-453-2202
doug.mcgraw@fleishman.com

Sophia Hitti
Fleishman-Hillard
212-453-2159
sophia.hitti@fleishman.com

###