

The initial public offering of the shares of S\$0.05 each in the capital of Yellow Pages (Singapore) Limited was sponsored by UBS AG, acting through its business group, UBS Investment Bank, and DBS Bank Ltd.

**YELLOW PAGES (SINGAPORE) LIMITED**  
**(Co. Reg. No. 200304719G)**

**Appointment of Director and Chairman of the Board**

The Board of Directors of Yellow Pages (Singapore) Limited (the “**Company**”) is pleased to announce that Mr Robert M Tomlin has been appointed as a non-executive Director of the Company with effect from 1 September 2005. Mr Tomlin has also been elected as Chairman of the Board of Directors of the Company in place of Mr Goh Sik Ngee with effect from the same date. Mr. Tomlin is regarded as an independent Director for the purposes of the Code of Corporate Governance. Mr Goh continues to serve as Chief Executive Officer and Director of the Company.

Mr. Tomlin’s appointment is in line with the Company’s intention as indicated in the Prospectus issued during its IPO to separate the roles of Chairman and Chief Executive Officer in order to adopt the best practice of separating such roles as recommended by the Code of Corporate Governance.

Mr Tomlin brings great strength and depth to our Board with 36 years of investment banking experience. He is currently Vice Chairman, Asia of UBS Investment Bank. Mr Tomlin holds a BA (Hons) from Cambridge and a MBA from Harvard.

The particulars relating to Mr Tomlin as required under Rule 704(7) of the Listing Manual of the Singapore Exchange Securities Trading Limited are contained in a separate announcement made today.

**Appointment of Deputy CEO (Sales & Marketing)**

The Board is also pleased to announce that Ms Carol Jean Johnson has been appointed as Deputy CEO (Sales & Marketing) subject to approval of her employment pass by the Singapore immigration authorities.

The appointment is part of the Company’s effort to strengthen the capability of its management team particularly in the areas of sales and marketing. Reporting to the CEO, Ms Johnson will be responsible for managing the sales and marketing functions of the Company.

Ms Johnson worked in US West/Quest Dex, a major yellow pages publisher in USA, for more than 25 years till year 2001. Her last appointment in that company was Vice President & General Manager for Local, National and Internet sales. Under Carol's leadership in sales, Dex has been benchmarked as leading the industry in sales growth for 10 years. She currently has her own business consulting practice focusing on strategic planning and sales improvement with emphasis on the Yellow Pages market. She holds a BS degree from Westmar University, Iowa. Ms Johnson will join us as soon as she obtains her employment pass.

The particulars relating to Ms Carol J Johnson as required under Rule 704(7) of the Listing Manual of the Singapore Exchange Securities Trading Limited are contained in a separate announcement made today.

### **Change of Responsibilities of Senior Executives**

The Board also wishes to announce the following changes of responsibilities amongst certain senior executives of the Company as follows with effect from 1 September 2005 :

	<i>Current function(s)</i>	<i>New function(s)</i>
Richard Sim	Telesales, Call Centre, Customer Management Training, Sales Service Support	Premise Sales, Telesales, Training, Sales Service Support
Francis Lim	Premise Sales	Marketing
Johnson Goh	Marketing & Internet Yellow Pages	Internet Yellow Pages, Call Centre, Customer Management

By Order of the Board

Wan May Wah/Yap Lune Teng  
Joint Company Secretaries  
Singapore, 29 August 2005