



Yellow Pages (Singapore) Limited

Company Registration Number: 200304719G

NEWS RELEASE

YELLOW PAGES APPOINTS ADVERTISING VETERAN AS NEW CEO

Singapore, October 15, 2007 - Yellow Pages (Singapore) Limited ("Yellow Pages" or, together with its subsidiaries, the "Group"), Singapore's largest publisher of directories and provider of classified directory advertising and associated products and services, announced that its search for a suitable candidate to lead the Group's management team has been successfully completed with the appointment of advertising industry veteran, Mr Danny Chow Hon Meng, as Chief Executive Officer with effect from October 15, 2007.

Yellow Pages' Chairman, Mr Victor Ang said: "With the helmsman position filled, we are now ready to continue the Group's renewal programme which had already commenced at the Board level.

"We are delighted to have found Danny, a 20-year advertising industry leader. We are especially pleased that we were able to challenge him to return to the advertising and media industry to lead our management team.

"Yellow Pages is at an important cross-road in its 40-year history in Singapore. Danny joins at an exciting time to spearhead its next stage of growth and expansion, especially into new products and digital platforms," he added.

Mr Chow held various positions in a number of international advertising agencies, including Leo Burnett, Young & Rubicam and Bates, for 20 years. During this period, he also served as Chairman of the Advertising Standards Authority of Singapore and Exco member of the Association of Accredited Advertising Agencies as well as the Institute of Advertising Singapore. He was Executive Chairman/CEO of the Singapore office of Bates Advertising when he left the industry in 1996. In the past 10 years, he was the regional director for the South East Asia office of the New York-headquartered International Copper Association as well as its marketing consultant for a major global initiative focused on Asia.

The Group's outgoing CEO, Mr Goh Sik Ngee, will continue to assist the Group in an advisory capacity until his official departure date of December 31, 2007.

About Yellow Pages (Singapore) Limited

Established in 1967, Yellow Pages (Singapore) Limited is the largest publisher of telephone directories and provider of classified directory advertising and associated products and services in Singapore. The Group maintains, develops and updates extensive classified databases of information on businesses, the core of which are small and medium-sized enterprises in Singapore.

The Group'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 Group was listed on SGX-ST on December 9, 2004.

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

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