



Yellow Pages (Singapore) Limited

Company Registration Number: 200304719G

NEWS RELEASE

YELLOW PAGES' 1HFY2009 NET LOSS NARROWS TO S\$4.5 MILLION

- **Seasonality in revenue recognition accounts for net loss**
- **Higher contribution from IYP boosts topline by 5.6% to S\$5.6 million**
- **Recognition of revenue from FY2009 Singapore Phone Directories canvass in 3QFY2009**
- **Proposed interim dividend of 1.0 Singapore cent per ordinary share**

Singapore, November 11, 2008 - Yellow Pages (Singapore) Limited ("YPS" or "the Group"), Singapore's largest publisher of telephone directories and provider of classified directory advertising and associated products and services, today announced its results for the six months ended September 30, 2008 ("1HFY2009"). In view of seasonality in revenue recognition, the Group registered a 41.5% decrease in net loss to S\$4.5 million, compared to a net loss of S\$7.7 million in the previous corresponding period ("1HFY2008"). Revenue saw a healthy increase of 5.6% to S\$5.6 million from S\$5.3 million recorded in 1HFY2008.

In line with the Group's change in revenue recognition policy for the sale of advertising space in printed directories, revenue contribution from the FY2009 Singapore Print Directories ("SPD") will be recognised in the third quarter of FY2009 when the SPD is fully distributed. The other quarters of the financial year typically record a net loss. The SPD remains the Group's core revenue contributor and the FY2009 SPD canvass secured a sales contract value of S\$47.6 million.

During the half-year under review, the Group's higher topline was mainly attributed to higher revenue contribution from the Internet Yellow Pages ("IYP") and niche publications. IYP registered a 20.4% growth in revenue to S\$2.5 million, contributing 44.7% of total Group revenue for 1HFY2009.

The Group achieved other gains of S\$1.3 million in 1HFY2009, comprising mainly rental income, compared to other losses of S\$1.6 million in 1HFY2008 largely due to the one-off fair value loss of forward foreign exchange contracts. Total expenses for the same period decreased by 5.1% to S\$13.2 million due mainly to a decline in staff costs attributed to lower headcount.

Mr Danny Chow, Chief Executive Officer of Yellow Pages, said: “Our IYP has been the key growth driver for our digital platforms, thereby strengthening our digital platform segment and contributing to partially offsetting the seasonality in revenue recognition. We will continue to upgrade our IYP to enhance users’ online experience and further support and complement our core print directories business.”

To reward its loyal shareholders, the Board of Directors has proposed a tax exempt (one tier) interim dividend of 1.0 Singapore cent per ordinary share.

Outlook

Following the counter-bid offer for Cityneon Holdings Limited (“Cityneon”) in October 2008 from Laviani Pte Ltd (“Laviani”), a wholly-owned subsidiary of Malaysian publisher Star Publications (Malaysia) Berhad, the Group subsequently withdrew its acquisition offer for Cityneon.

The Group first invested in Cityneon on May 14, 2008 and announced its intention to make a voluntary cash offer subject to a pre-condition on July 26, 2008. Since then, the global economy has been experiencing greater volatility as sub-prime woes continue to impact global financial markets and the general economic environment. In light of the competitive situation, in determining the appropriate valuation of Cityneon, the Group has also considered the impact of the Laviani offer on the business of Cityneon as well as the possibility of a successful Yellow Pages Offer. Laviani’s offer presented the Group with an opportunity to realise its investment in Cityneon shares for cash at a premium over the historical market price of Cityneon shares.

Commented Mr Stanley Tan, Yellow Pages' Chairman: "We will continue to focus on our strategy to transform Yellow Pages into a multi-platform directory search and advertising solutions provider. The Group therefore intends to continue to proactively seek other acquisition and synergistic opportunities, which will complement our growth plan."

To meet advertisers' needs and tailor its products for different target markets, the Group conducted a comprehensive review of its current portfolio of print directories and is working on the revamp and rebranding of these product ranges for a more customised reach.

The revamped existing print products will be introduced in phases, starting with the launch of **Yellow Pages Hotel** targeted for the end of this financial year.

In addition to the revamp of its print products and continued focus in its digital platforms, the Group has also made headway in the publishing arena through the acquisition of Global Magazines Pte. Ltd which publishes the **Wealth** magazine. The Group also recently signed an agreement to publish **Robb Report**, the international authority on the luxury lifestyle, with US-based CurtCo Robb Media, LLC. **Robb Report Singapore** is scheduled for launch in December 2008.

Concluded Mr Tan: "We are working towards the transformation of Yellow Pages into a multi-platform directory search and advertising solutions provider. To do so, we will continue to explore synergistic collaborations to increase our revenue streams and result in win-win situations for the Group and our partners.

Our proprietary comprehensive database and trusted Yellow Pages brand name remains the cornerstones of our growth strategy. We intend to leverage on our core strengths to increase revenue streams and maximise returns for both the company and our shareholders."

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 also publishes lifestyle and business magazines. 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, in the Hitwise Singapore Online Performance awards programme in 2006 and 2007.

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

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

ISSUED ON BEHALF OF : Yellow Pages (Singapore) Limited
BY : Citigate Dewe Rogerson, i.MAGE Pte Ltd
1 Raffles Place
#26-02 OUB Centre
SINGAPORE 048616

For CDRi.MAGE

CONTACT : Ms Chia Hui Kheng / Ms Karin Xiao
at telephone
DURING OFFICE HOURS : 6534-5122 (Office)
AFTER OFFICE HOURS : 9781-5913 / 9827-5226 (Handphone)
EMAIL : huikheng.chia@citigatedrimage.com
karin.xiao@citigatedrimage.com

For Yellow Pages

CONTACT : Mr David Cheah / Mr Sean Tan
at telephone
DURING OFFICE HOURS : 6351-1388 / 6351-1628 (Office)
FAX : 6351-1389 / 6351-1800
EMAIL : dchea@yellowpages.com.sg
cetan@yellowpages.com.sg

154/08/005/YPSL

November 11, 2008