

Global Yellow Pages enters into licensing agreement with SPH Search

Singapore, 26 April 2010 – Global Yellow Pages Limited (GYPL), Singapore's largest publisher of directories and provider of a comprehensive online directory search engine, today announced that it has signed a licensing agreement with SPH Search Pte Ltd (SPH Search), which operates a richly integrated local directory search service.

Under the non-exclusive licensing agreement, GYPL will give SPH Search access to its database of business listings for reproduction and/or use in relation to rednano.sg, SPH Search's local directory search engine.

Rednano.sg will tap on GYPL's comprehensive and updated database to enhance its own extensive database of business listing records.

Under the terms of the agreement, mainboard-listed GYPL will provide SPH Search with data which include information of Singapore companies with new fixed telephone lines as well as removal of Singapore companies that are no longer listed on the directories, and updates on these.

The licensing agreement is valid until 30th June 2010. Both companies are exploring a longer-term arrangement.

Mr Stanley Tan, Executive Chairman and Acting Chief Executive Officer of GYPL, said: "We are pleased to have entered into this agreement with SPH Search. With the two companies working closely in future, we are confident of creating even greater value to both our businesses."

Mr Paul Jansen, Chief Executive Officer of SPH Search, said: "We are always on the look out for partners who can enhance our existing information. Our fast-growing rednano.sg directory search service will use GYPL's listings as additional inputs for our own extensive database of information on local businesses."

About Global Yellow Pages Limited

Established in 1967, Global Yellow Pages 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 platform. 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, 2007 and 2008. The Group was listed on SGX-ST on 9 December 2004.

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

About SPH Search Pte Ltd

SPH Search launched an online directory search service, rednano.sg, on 13 March 2008 for anyone seeking information on Singapore, its people and its businesses. rednano.sg (www.rednano.sg) is also available via WAP (m.rednano.sg) and as an SMS Directory through the number 33333. It taps on the extensive content and capabilities of its parent, Singapore Press Holdings, and other globally-recognised partners, as well as local ones, to offer comprehensive and integrated results linking business listings with local information such as reviews, maps and related web links.

SPH Search and rednano.sg have won three international awards for innovation and the quality of their online directory search and mobile directory services

Visit www.rednano.sg for more information.

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