

Global Yellow Pages enters into licensing agreement with MediaCorp

Singapore, 15 March 2010 – Global Yellow Pages Limited (GYPL), Singapore’s largest publisher of directory services and leading search engine, today announced that it has signed a licensing agreement with MediaCorp Pte Ltd (MediaCorp), allowing it to reproduce and use GYPL’s data on MediaCorp’s Mocca.

The licensing agreement is significant for mainboard-listed GYPL as it marks a step in GYPL’s efforts to license its valuable and vast database to third parties.

Under the non-exclusive licensing agreement, MediaCorp will be allowed to reproduce and/or use GYPL’s data on Mocca, a MediaCorp platform for classified advertising and online communities in Singapore, in return for licence fees based on a revenue-sharing arrangement.

The licensing agreement will give MediaCorp’s Mocca access to GYPL’s extensive data base. GYPL will provide Mocca with updates of the data which would include information of Singapore companies with new business telephone lines as well as removal of Singapore companies that are no longer listed on the directories. Such constant refresh of data is of crucial importance to Mocca which supplies online classified advertisements and a one-stop business guides to its users.

Mr Stanley Tan, Executive Chairman and Acting Chief Executive Officer of Global Yellow Pages Limited said: “We are pleased to have entered into this agreement with MediaCorp and we look forward to providing greater value-add to our customers.”

Mr Yeo Hock Lin, Vice President of MediaCorp’s Interactive Media Division said: “Our agreement with Global Yellow Pages will provide Mocca with the most up-to-date information on business listings in Singapore. This will strengthen Mocca as a one-stop destination for online classifieds and business listings.”

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 MediaCorp

MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media.

It pioneered the development of Singapore's broadcasting industry, with the broadcast of Radio in 1936 and Television in 1963. Today, MediaCorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to all adults in Singapore every week.

Our industry firsts include the Digital Video Broadcast technology for outdoor digital television, and Asia's first Digital Audio Broadcast radio service. Initiatives in the digital space include online classifieds, Internet TV-on-demand and High Definition TV broadcast.

MediaCorp is an active regional player through co-productions in TV dramas and movies, magazines publishing, as well as Channel NewsAsia International, the only Asian-owned English news channel.

Our financial and strategic relationships in the region since 2007 include a venture with Indonesia's most integrated media company PT Media Nusantara Citra and its parent,

Global Mediacom, and International Media Corporation in Vietnam, set up to develop and produce television entertainment and economic news content.

Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

For more information, please visit www.mediacorp.com.sg

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