

NEWS RELEASE**GLOBAL YELLOW PAGES BOOSTS OFFERINGS FOR NEWLY-LAUNCHED SOLUTIONS THROUGH JOINT VENTURES WITH ONEEMPOWER AND CORESOFT**

Singapore, April 26, 2011 – Global Yellow Pages Limited (“GYP” or “the Group”), a multi-platform solutions company focusing on up-to-date search, Small and Medium Enterprises (“SME”) enablement and database marketing, and the largest publisher of directories and provider of classified directory advertising and associated products and services in Singapore, has entered into joint ventures with two software solutions providers which will strengthen GYP’s suite of services under its newly-launched *SOLUTIONS*.

The joint ventures are between GYP and Quality Business Solutions Pty Ltd (“Coresoft”), and between GYP and OneEmpower Pte Ltd (“OneEmpower”).

GYP and Coresoft will incorporate a joint venture company in Singapore to be called Global Coresoft Pte Ltd (“Global Coresoft”) with a proposed initial paid-up share capital of S\$10,000 consisting of two ordinary shares split in equal proportion to each of the shareholders. Global Coresoft will provide Customer Relationship Management (“CRM”) and other cloud computing solutions.

GYP and OneEmpower will incorporate a joint venture company in Singapore to be called Global OneEmpower Pte Ltd (“Global OneEmpower”) with a proposed initial paid-up share capital of S\$10,000 consisting of two ordinary shares split in equal proportion to each of the shareholders. Global OneEmpower will provide loyalty management and prepaid/gift card solutions.

These two joint ventures are part of the extensive suite of services that GYP has customised under its newly launched *SOLUTIONS*, which brings together specialist partners to give SMEs in Singapore an added advantage in business management as well as enhanced service offerings to their customers.

Mr Stanley Tan, Executive Chairman and Acting Chief Executive Officer of GYP, commenting on the two joint ventures: “SMEs are the backbone of the Singapore economy and the Group is always on the look-out for new products and services that will add value and provide more options to our core clientele, the SMEs.”

“Our newly-launched *SOLUTIONS* addresses comprehensively the SMEs’ needs as they grow with the Singapore economy. We have received feedback from our clients that they would like to leverage on more products to help grow their business – and the joint ventures with Coresoft and OneEmpower will undoubtedly provide them an added advantage in business management and boost productivity,” he said.

Under the joint venture, GYP Coresoft Pte Ltd will provide its CRM and other cloud computing solutions, helping businesses identify and develop customer relationships by increasing the accuracy and efficiency in which customer service data is used. Established in 1986, Coresoft, an Australian-owned business has been providing its solutions to various businesses, including membership organisations, associations and industry bodies.

Martin Hannah, CEO of Coresoft said: “The benefits of cloud computing are endless and will definitely prove useful to local SMEs. Cloud computing minimises infrastructure costs and maintenance fees, increases efficiency and reduces business costs, altogether a boon for SMEs.”

OneEmpower is a leading provider of loyalty management and customer transaction systems to some of the largest and best-known banks and companies in Asia Pacific. Its cloud computing or software-as-a-service solution called OneFlexi™, assists retailers and businesses to retain customers, generate sales, gain strategic insight into customers’ purchasing habits and build brands in an economical way. This is done via three marketing platforms: OneFlexi Cash™ for prepaid/gift cards, OneFlexi™ Rewards for loyalty marketing and OneFlexi™ Combo for pre-paid/gift cards combined with loyalty marketing. Global OneEmpower Pte Ltd will provide first class OneFlexi™ solutions to SMEs to enable them to run customer loyalty and prepaid/gift card programs just like what the big companies do, at economy class price, thereby helping SMEs increase sales, improve operational efficiency, enhance customer service and drive up the bottom line.

Mr Nick Fung, Founder & CEO of OneEmpower said: “Ability to acquire and retain customers in today’s challenging business environment is a competitive advantage. OneFlexi™ enables businesses, big or small, run customer loyalty and prepaid/gift card programs, thereby helping them capture, track, know, engage and delight their customers, improve marketing effectiveness, create competitive advantage and maximize returns. We are glad that Global Yellow Pages is on the same page as us in trying to enhance value to business users, affirming our decision to embark on this joint venture.”

Mr Tan added: “These joint ventures help realise our vision of being a one-stop *SOLUTIONS* centre to SMEs to help overcome challenges in doing business in Singapore. The *SOLUTIONS* offerings leverage on economies of scale and provide significant cost savings and value to our clients, which is the cornerstone of our successful relationship with SMEs.”

About OneEmpower Pte Ltd

OneEmpower is a leading provider of loyalty management and customer transaction systems which help businesses achieve what they need most – maximise the life-time value of their customers.

Established in 1999 and headquartered in Singapore, OneEmpower is represented by a global network of partners and resellers. With over 200 man-years of investment in research and development and 33 patents granted in 14 countries, OneEmpower has empowered some of the largest and best-known companies in various sectors, ranging from banking to beauty & wellness, food & beverage, hospitality, loyalty marketing service, prepaid/gift card service, retail, sport and telecommunication and tens of millions of their customers across the world.

For further information, please visit www.oneempower.com

About CoreSoft

Coresoft, formed in 1986, is an Australian-owned developer, marketer and implementer of specialised software solutions for Membership Organisations, Associations, Industry Bodies, Chambers of Commerce and Professional Services Organisations.

Coresoft's extensive suite of software solutions has been specifically developed to drive and manage customer-centred businesses by providing innovative software solutions that meet the changing business demands that organisations face.

Developed as an Open Systems Platform, Coresoft's applications are flexible, comprehensive yet simple and intuitive. The robust design of its applications equates to reliable solutions that reflect the latest in software innovation and stand the test of time. The unique approach to software design means the solutions are deployed rapidly, giving user a measurable and immediate return on investment.

About Global Yellow Pages Limited

Global Yellow Pages Limited (GYP) is a multi-platform solutions company focusing on up-to-date search, SME enablement and database marketing. It is also the largest publisher of directories and provider of classified directory advertising and associated products and services in Singapore. Listed on SGX-ST, the Group continues to develop and expand its suite of products and services to ensure usability and accessibility in a changing market.

In addition to its core print directories and Internet Yellow Pages, the Group's subsidiaries include Singapore Information Services Pte Ltd, ShowNearby Pte Ltd (ShowNearby), Qpay Asia Pte Ltd (Qpay), Global Digital Express Pte Ltd and eFusion Solutions Pte Ltd (eFusion). Singapore Information Services provides database marketing services; ShowNearby develops location-specific applications for mobile and web platforms; Qpay is a provider of secure yet simple to use mobile payment services;

Global Digital Express produces engaging, effective websites and design tools for businesses and eFusion has proven success through its sales and voice-based solutions.

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

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