

NEWS RELEASE**GLOBAL YELLOW PAGES ANNOUNCES THE APPOINTMENT OF MR MAH BOW TAN
AS CHAIRMAN**

- Professor Tan Cheng Han appointed as Deputy Chairman
- Mr Stanley Tan confirmed as Chief Executive Officer and Executive Director

Singapore, September 30 2011 – Global Yellow Pages Limited (“GYP” or the “Group”) today announced the appointment of Mr Mah Bow Tan as Non-Executive Chairman. GYP is 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.

Over the past few years, the Group has grown from a directory publisher into an integrated solutions provider with three core pillars – search leadership, data expertise and business solutions. GYP’s integrated solutions business model has strengthened its long term partnership with SMEs through its comprehensive product offerings, allowing the Group to tap on its diversified SME customer base to engender cross marketing initiatives. In addition, the Group has made strategic investments and entered into joint ventures to create a comprehensive digital eco-system and to deliver a customised suite of product offerings, including cloud solutions, more efficiently and effectively to its clients. Concurrently, the Group is looking to expand its geographic footprint within the region with strategic partners. As such, the Group sees a need to enhance the Board as it gears up for the next phase of growth.

Mr Stanley Tan, the current Executive Chairman and Acting Chief Executive Officer said: "I am delighted to be passing the baton of the board chair over to Mr Mah, who has vast experience in various areas including telecommunications, transport, publishing and urban development during his time in the private sector and the government.

I am sure Mr Mah’s breadth of knowledge and vast experience will be of great benefit to Global Yellow Pages in ensuring our continued growth as a Business, Search and Data integrated solutions provider to businesses regionally."

Global Yellow Pages also announced today that Professor Tan Cheng Han, Chairman of Nomination Committee, and member of the Audit Committee, is appointed Deputy Chairman and Mr Stanley Tan is confirmed as Chief Executive Officer and Executive Director, from the same date.

"I am pleased with the opportunity to assist Mr Mah in his leadership on the Board, and look forward together with the Board, the management team and staff, to grow the business." said Professor Tan.

Mr Mah said: "I look forward to joining the Board of Global Yellow Pages which has been a strong business partner supporting both SMEs and consumers alike since its inception over 44 years ago. I believe that GYP can add further value to SMEs by helping them to improve their productivity and grow their businesses with its comprehensive range of products and services.

I am grateful to both Stanley, for agreeing to confirm his position as CEO and Executive Director and to Cheng Han for taking on the role of Deputy Chairman. This will certainly enhance the bench strength of the Board to take the Group forward."

MR MAH BOW TAN

Mr Mah Bow Tan has been an elected Member of Parliament for Singapore's Tampines Group Representation Constituency since 1988. He has served in the Government holding various portfolios since 1988 and has been Minister of State (Trade and Industry), Minister of State (Communications and Information), Minister for Communications, Minister for the Environment and then Minister for National Development where he continued to serve until May 2011.

Mr Mah has served in both the private and public sectors. In the private sector, he has been with Singapore Bus Services (SBS), Singapore News and Publications Ltd (SNPL) and Singapore Press Holdings Ltd (SPH). He was involved in the mergers of private bus companies and multiple newspapers, respectively, to form what are now a leading public transport operator and media group in Singapore.

In the public sector, Mr Mah was instrumental in the opening up of the telecommunications market, where he set up the Telecommunication Authority of Singapore, and later was involved in the corporatisation and privatisation of SingTel (Singapore Telecommunications). In the area of land transport, Mr Mah established Singapore's Land Transport Authority (LTA), as well as the Maritime Port Authority (MPA). Mr Mah was also involved in the corporatisation of the Port of Singapore Authority (PSA).

Mr Mah has served, supported and advised the Labour Movement in various capacities over more than three decades. This included Mr Mah's role as General Manager in the former SBS, where he worked closely with the National Transport Workers Union (NTWU); Chairman of NTUC Comfort Co-operative Limited, where he helped grow the taxi fleet, raise service standards as well as increase drivers' productivity and salaries; Chairman of the Productivity Board, where he championed better paying, higher productivity jobs for workers; and Chairman of the Singapore Institute of Labour Studies (now Ong Teng Cheong Labour Leadership Institute), where he helped to put in place curriculum framework, training infrastructure and financial resources.

Under his leadership as Chairman of the Singapore Labour Foundation (SLF) from 2002 to 2011, the SLF strengthened its finances and invested resources for purposes that benefit workers. As a result, the SLF was able to work with NTUC to improve the welfare of union members and further the development of the Labour Movement in Singapore.

Since 1998, Mr Mah has been chairing the Advisory Board of the National Youth Achievement Award Council (NYAA). The NYAA Council is a non-profit organization that administrates the National Youth Achievement Award and its mission is to develop and maximize the potential of young people in Singapore so that they may be exceptional individuals who can contribute effectively to society and the nation.

As Minister for National Development since 1999, Mr Mah Bow Tan has played an important role in guiding Singapore's physical development through sustainable land use planning and urban development. Mr Mah spearheaded the conceptualisation and implementation of Singapore's downtown development, Marina Bay, which includes Gardens by the Bay – bringing Singapore closer to realising its vision of being a City in a Garden. He co-chaired the Inter-Ministerial Committee for Sustainable Development (IMCSD), which published the blueprint for Singapore's sustainable development to cultivate Singapore as an efficient, clean and green city state. Mr Mah set up the Centre for Liveable Cities (CLC) in 2008, which has become a major think tank for good governance, integrated urban planning, effective resource management, affordable quality housing, efficient transport management and environmental sustainability in Singapore.

Mr Mah's awards include the Medal of Honour awarded by the National Trades Union Congress (NTUC), the Alumni Award for Achievement awarded by the University of New South Wales for his outstanding contribution to public service in Singapore and he has been conferred by the University of New South Wales an Honorary Doctor of Science degree.

Mr Mah was awarded the President's and Colombo Plan Scholarships to study at the University of New South Wales, Australia, graduating with First Class Honours in Industrial Engineering in 1971 and received his Master of Engineering degree in Operations Research in 1973.

MR STANLEY TAN

Executive Chairman and Acting Chief Executive Officer
Member, Remuneration Committee
Member, Executive Committee

Founder Publisher of Magazines Incorporated, Stanley Tan grew the company to become the largest media representative house in South East Asia and among the largest lifestyle magazine publishers in Singapore. The Group was later restructured into an investment unit, The Grand Pacific Investment Group, incorporating media and paper-related businesses, as well as property and hotel management operations in Australia and New Zealand. The Australasia business unit divested its hotel and hospitality interests and assumed the name The Angliss Property Group (Australia) Pty Ltd which develops industrial estates and townships in various parts of Australia.

Stanley is also the Founder and Director of Singapore investment vehicle, Global Media Holdings which has a strategic stake in Global Yellow Pages Limited. On the community front, Stanley is the Chairman of The National Volunteer and Philanthropy Centre and The Community Foundation of Singapore. A member of the Charity Council, he is also on the boards of Beyond Social Services and MILK (Mainly I Love Kids) Fund in Singapore. Stanley has served on the Board of Global Yellow Pages Limited since 6 February 2007. He is a member of the Remuneration and Executive Committees. Stanley was elected as Chairman of Global Yellow Pages Limited on 25th July 2008 and was appointed Executive Chairman and Acting Chief Executive Officer on 11th February 2009. He was re-elected as director on 26 July 2011.

PROFESSOR TAN CHENG HAN
Chairman, Nominations Committee
Member, Audit Committee

Professor Tan is the Dean of the Faculty of Law at the National University of Singapore. Prior to this, he was a Partner in Drew & Napier's litigation department and his other appointments include being a Vice-President of the Singapore Academy of Law, Senate member of the National University of Singapore, Governor of the Asian Law Institute, Member of the Competition Commission of Singapore, the Appeal Advisory Panel to the Minister of Finance and the Military Court of Appeal. Professor Tan is a consultant at TSMP Law Corporation, and he also serves on the Boards of Chuan Hup Holdings Limited, ST Marine Limited, Anwell Technologies Limited, Exploit Technologies Pte Ltd, Centillion Limited and NTUC Income.

Professor Tan was appointed Senior Counsel at the Opening of the Legal Year in 2004 and was named one of the three Young Global Leaders from Singapore by the World Economic Forum in January 2005. He was also awarded the Public Administration Medal (Silver) in 2006.

Professor Tan graduated from the National University of Singapore in 1987 and obtained his LLM from the University of Cambridge in 1990. He was appointed our Director on 6 August 2007 and re-elected on 24 July 2009. He is the Chairman of the Nominations Committee and a member of the Audit Committee.

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 includes 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.

To further add value to its SME clientele, GYP widened the offerings under SOLUTIONS through joint ventures ("JV") with software solutions providers, namely, Global Coresoft Pte Ltd to provide customer relationship management and other cloud computing solutions for SMEs, Global OneEmpower Pte Ltd to provide loyalty management and prepaid/gift card solutions, Global CyOne Pte Ltd to provide Rosetta Enterprise software, including accounting and payroll applications, and Global HubOne Pte Ltd to help customers migrate their existing platforms to Microsoft Office 365 efficiently. The new offerings are enablers for

SMEs to generate customer loyalty, and further improve productivity and operational efficiency.

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

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