



CONSUMER DEMAND FOR ONLINE LOCAL SEARCH LEADS INTERNET YELLOW PAGES TO DOUBLE DIGIT GROWTH, NEW STUDY SHOWS

BERKLEY HEIGHTS, N.J. – March 19, 2009 – The Yellow Pages Association (YPA) today announced new data that show Internet Yellow Pages experienced double digit growth in 2008, driven by the growing need for consumers to seek local businesses online. According to comScore, Internet Yellow Pages searches grew 22 percent, from 3.8 billion to 4.6 billion, in 2008.

“The growth in Internet Yellow Pages usage in 2008 emphasizes the increased trend toward local content on the Internet,” said Yellow Pages Association president Neg Norton. “Consumers are seeking highly specialized, localized business listings when and where they want it and they are increasingly finding it on our online platforms.”

Amid a tough economic environment for advertising and consumer spending, overall usage of Yellow Pages platforms (print and Internet) totaled 16.9 billion references in 2008 compared to 17.2 billion in 2007 – or a decline of 2 percent. According to KN/SRI, print Yellow Pages references in 2008 were 12.3 billion compared to 13.4 billion in 2007.

“In this period of declining consumer spending, we would anticipate some drop-off in consumers searching for local businesses,” Norton said. “They are buying less and therefore searching less. But for businesses, it’s more important than ever to place ads where they deliver the strongest sales leads. That’s where Yellow Pages are strong and why we saw a much smaller decline in search compared to the drop-off in the overall economy.”

“Print Yellow Pages continue to have phenomenal reach, but more and more people are turning to Internet Yellow Pages or other local search sites, where we feed our data,” Norton said. “Whatever way consumers choose to find a local business, chances are the last mile of the search was supported by Yellow Pages.”

The KN/SRI Industry Usage Study was based on 8,464 telephone interviews conducted in 2008. The research methodology includes use of a random digit dial sample with one adult pre-designated in each contacted household. The comScore qSearch Local & IYP data employs a proprietary panel of over one million U.S. panelists. These panelists agree to have their Internet behavior confidentially monitored and captured anonymously.

For more information about YPA research, please visit <http://www.ypassociation.org>. For a who's who directory of Search Engines, Internet Yellow Pages and Local Search Tools, please visit <http://www.localsearchguide.org>.

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About The Yellow Pages Association

The Yellow Pages Association (YPA) (<http://www.ypassociation.org>) is the largest trade organization of a print and digital media industry valued at more than \$31 billion worldwide (\$14 billion in the U.S.). Association members include Yellow Pages publishers, certified marketing representatives (CMRs), and associate members (a group of industry stakeholders that include Yellow Pages advertisers, vendors, and suppliers).

About Knowledge Networks/SRI

Knowledge Networks (<http://www.knowledgenetworks.com/sri>) specializes in solving complex, high-impact problems, providing extraordinary quality and service to leaders in business, government and academia. We work closely with clients to create healthy consumer-brand connections, effective marketing and advertising, sound public policies, and accurate social science research. We have established respected practices in media, marketing, advertising, and government & academic studies. KN excels in study design, analytics, and custom panel creation; we deliver affordable, statistically valid online research through KnowledgePanel® – the only available probability selected, nationally representative Internet panel.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital .marketing intelligence. comScore derives its information and analysis from a representative panel of more than two million Internet users worldwide who have provided explicit permission for comScore to install its patented measurement technology on their computers to monitor their online browsing, buying and other transactional activity across the entire World Wide Web. For more information, please visit www.comscore.com/companyinfo.

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