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Dex Reinvents Online Local Search with the New DexKnows.com

Completely New Site Enables “Hyperlocal” Search, Provides Search by Descriptive Phrase and Delivers More Targeted Results

CARY, N.C., February 25, 2009 – Consumers frustrated with online search sites that either give them irrelevant data or limited search options now finally have a reliable solution. Today, Dex takes local search to the next level with the introduction of the new DexKnows.com[®] (<http://www.dexknows.com>), a completely rebuilt local search solution that provides more intuitive search. Now users can easily search by precise locations (including landmarks or neighborhoods), specific problems or needs (for example, typing “fix refrigerator” to find a repairperson), or service areas (to locate businesses that make house calls to a particular area).

“Forget about your typical local search site; the new DexKnows.com is completely unique and far more user-friendly,” said Brian Barnum, president, R.H. Donnelley Interactive. “It was built from the ground up with the consumer in mind. Each consumer searches in different ways, and with DexKnows.com, they now have a site that allows them to quickly and easily find relevant information about local businesses that can meet their needs.”

“Overall, DexKnows.com is smarter, more sophisticated and much closer to what consumers have come to expect in a local search site,” wrote Charles Laughlin, analyst, The Kelsey Group, in a recent advisory report. “The site offers a number of new features aimed at making it more intuitive and less like an online version of the Yellow Pages.”

DexKnows.com does not follow a typical listing structure that requires consumers to drill down several levels to find what they want. Instead, they can simply type in what they’re looking for – whether in specific or general terms – and DexKnows.com returns relevant results.

DexKnows.com allows consumers to:

- *Search by specific neighborhoods or landmarks.* The site’s “hyperlocal” search capability enables users to pinpoint their search area.
- *Search by descriptive phrase.* Consumers simply need to type “clean house” or “fix sink” to yield relevant results that present them with a myriad of options to meet their needs.
- *View results that accurately reflect both business location and local service areas.* Sometimes, consumers may seek the physical location of a local business, for example, to find a dry cleaner in close proximity to their homes. Other times, consumers want to see which local businesses support their area, such as what plumbers provide repair services in their neighborhoods. The new site provides consumers with more relevant options to choose from.



In addition, DexKnows.com incorporates some of the most popular features consumers have come to expect from a local search site. These include the ability to refine results by additional business details (for example, a search for “Italian restaurant” in “Chicago” can be refined by facilities, atmosphere, etc.), the option to send local business information to a mobile phone via SMS, detailed maps for each business location, user-generated ratings and reviews, online video, access to businesses’ web sites, and more.

“Along with the great benefits the site presents to consumers, the new DexKnows.com provides exciting opportunities for advertisers as well,” added Barnum. “Advertisers are looking to stretch their ad dollars, and advertising on the most user-friendly site imaginable makes it easier for them to connect with consumers. Plus, we’re now providing these businesses with their own security-protected dashboard that allows them to monitor, track and customize the online marketing campaigns they manage through Dex.”

About Dex

Dex is part of R.H. Donnelley (Pink Sheets:RHDC), which connects businesses and consumers through its portfolio of print and interactive marketing solutions. Small- and medium-sized businesses look to the company’s experienced team of marketing consultants to help them grow their businesses and drive sales leads. Consumers depend on the company’s reliable, trusted, local business content to deliver the most relevant search results when they are seeking local goods and services. For more information, visit www.DexKnows.com and www.rhd.com.

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