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BREAKING NEWS

New MapQuest Yellow Pages Boost Exposure for YELLOWPAGES.COM Advertisers

Consumers who click on the new “Yellow Pages” icon on MapQuest will now access YELLOWPAGES.COM ad listings! YELLOWPAGES.COM advertisers are receiving this added value for no extra cost.

MapQuest, which is the #11 site on the Top 100 U.S. Web Domains (comScore, May 2008) and is a wholly owned subsidiary of AOL, has launched a new Yellow Pages section on its site. **YELLOWPAGES.COM is the exclusive provider of the MapQuest Yellow Pages ad listings!** This is an extension of the current distribution agreement with AOL Yellow Pages -- MapQuest Yellow Pages is a re-branded version of AOL Yellow Pages. Listings will be updated weekly.



Former “Search” button has been changed to a yellow “Yellow Pages” button

- MapQuest has added a “Yellow Pages” button to its top navigation bar.
- The Yellow Pages landing page and search results page provides co-branding, with brand recognition for YELLOWPAGES.COM.
- Search results are identical to AOL Yellow Pages results.



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The screenshot shows the YellowPages.com search interface. At the top, there are navigation icons for 'MapQuest', 'Maps', 'Directions', 'Yellow Pages', 'Mobile', and 'Gas Prices'. Below this is the 'yellow pages' logo and a search bar. The search results are for 'Gutters & Downspouts in Decatur, GA'. A red circle highlights the 'YELLOWPAGES.COM' logo. Another red circle highlights a specific ad tile for 'Gutter Helix' which includes a phone number and a 'Call' button. A third red circle highlights a list of search results, including 'Atlanta's Best Gutter Cleaners' and 'Atlanta's Gutter Service Of Atlanta Inc.', each with a phone number and a 'Call' button.

More Value for our advertisers!
YELLOWPAGES.COM Ad Tiles -- same set and order as on AOL Yellow Pages

YELLOWPAGES.COM Ad Listings, same set and order as on AOL Yellow Pages

For more information contact your National Sales Representative.