



ABOUT US

APPROXIMATELY
700K

ADVERTISERS NATIONWIDE promote their business through differentiated YP advertising products

DRIVING OVER
\$150B

A YEAR IN TRANSACTIONS

Connecting buyers and sellers across the web, mobile and print platforms

[Internal analysis combining data from sources, including Morpace, CRM Associates and internal data]*

YP is North America's largest local search, media and advertising company, providing innovative products and solutions to consumers and advertisers.

YP is the largest local search, media and advertising company in North America with one of the largest local advertising sales forces in the U.S., the largest online and mobile ad network with a true local focus and the largest publication of print Yellow Pages in the world.

YP local search offerings garner more than 2 billion consumer searches per year from the YP Local Ad Network alone, which consists of YP.comSM, YPmobile[®] and other major local search publishers across online, mobile and IPTV.

HELPING CONSUMERS DISCOVER LOCAL...

YP helps millions of consumers connect with the best merchants offering the best value. YP products provide access to information on over 18 million local businesses across 200 industries in over 4,600 categories:



YP.com SITE: A top-40 Web property, the YP.com site is an industry-leading local search destination using advanced proprietary search technology. (comScore)



YPmobile PRODUCTS: Available on iPhone[®], iPad[®], Android[™], Kindle Fire, BlackBerry[®] and other devices, the YP app has been consistently rated 4+ Stars and received "4 Mice" from MacWorld App Guide.



YPtv APP: The first local search application made available on AT&T U-verse[®] and Yahoo! Connected TV, the YPtv app is also on Samsung, Sony and Toshiba Connected TV platforms.



YP REAL YELLOW PAGES[®]: The YP Real Yellow Pages[®] is the largest print directory in the world. Consumers turn to the YP Real Yellow Pages directories more than 5 million times daily to seek out local businesses. (M/A/R/C 2011)

*Internal data is not subject to third-party review or audit.



POWERFUL
sales force of
THOUSANDS
OF LOCAL MEDIA
CONSULTANTS

THE YP LOCAL
AD NETWORK INCLUDES

300

MOBILE AND ONLINE
publisher websites
nationwide

...AND HELPING ADVERTISERS GROW THEIR BUSINESS

With thousands of sales professionals, YP has one of the largest local sales forces in the U.S. YP sales professionals serve as media consultants for their customers and create relationships built upon trust with a goal of helping advertisers grow their business. Through customized campaigns designed by expert advisors, YP is able to provide small and medium sized businesses with one of the most cost-effective sources for consumer leads.

YP's wide range of [print and digital advertising products](#) is designed to address the evolving local search needs of consumers and help advertisers grow their business. Product elements span both search and display solutions that can be deployed on a subscription or pay-for-performance basis. Complements to YP's foundational solutions include search engine marketing capabilities, video advertising, direct mail initiatives and website development.

POWERING THE LOCAL SEARCH INDUSTRY

[The YP Local Ad Network](#) provides mobile and online publishers access to one of the most comprehensive sources of local ads. An industry-leading sales force ensures that the Local Ad Network provides locally relevant ads from advertisers across 4,600 business categories. The YP Local Ad Network's cross-platform distribution network spans online, mobile and IPTV channels.

YP's strategic relationships with the industry's most well-known publishers are the foundation of an ad network that provides the opportunity to tap into more than 70 million unique visitors per month.* A single ad buy has the potential for advertisers to connect with consumers wherever and whenever they are searching for local businesses—online, mobile and IPTV.

Find us on Twitter @YP | YouTube at www.youtube.com/YP | Facebook at www.facebook.com/YP

*Internal metric