



For Immediate Release

Yellow Pages Group Creates Over 1 million Web Sites for every Canadian Business – for free!

Montreal, May 10, 2005 –Yellow Pages Group today announces the launch of its new *WebNumber*[™] service, an innovative national online search tool that has enabled the instant creation of over one million Web sites – one for every business listing in the Yellow Pages[™] directory. By simply using a business phone number as a Web address, consumers can now directly access the merchants' information they're looking for.

“Consumers have direct access to almost every Canadian business online just by knowing a business's phone number,” says Jean-Pascal Lion, Vice President, Electronic Directories, Yellow Pages Group. “This is a remarkable feat considering only 34% out of the approximately one million Canadian businesses have a Web site. With the *WebNumber* service, practically all businesses now have a unique Web address. It's a first in the worldwide directory industry.”

Here's how the *WebNumber* service works: Once a consumer has a business's phone number, they simply type it in the address line of any internet browser and add yellowpages.ca or yp.ca at the end. The area code is not required. Most of the time, the 7-digit phone number will directly connect to the business's Web page. In the remaining cases, the *WebNumber* service will suggest an area code with the corresponding business and the person can then access the business's profile page.

“The *WebNumber* service provides precise search results quickly giving consumers a credible alternative to using search engines to find a local business on the Web,” adds Mr. Lion. “The service is a perfect complement to our print Yellow Pages directory.”

The content of the Web page consists of information from a company's Yellow Pages listing including business name, address, phone number, as well as the postal code. On each Web page, users automatically obtain a map to locate the business, driving directions to get to it, and they can even find out what's close by using the 'Proximity Search' function.

Furthermore, if the business advertises in a Yellow Pages directory, users will see the print ad and any other information included in the merchant's advertising program such as special promotions, restaurant menus, and direct links to advertisers' Web sites.

To see a business profile page, enter the following Web address into the address line of your internet browser: <http://www.4169252021.yellowpages.ca/>.

About Yellow Pages Group

Yellow Pages Group is Canada's largest telephone directories publisher. Yellow Pages Group publishes annually more than 200 print Yellow Pages[™] directories and the alphabetical pages. The Company also manages Canada's most visited commercial online directories YellowPages.ca[™], Canada411.ca, CanadaTollFree.ca, as well as the CanadaPlus.ca network, a leader in the local city sites market. Information about Yellow Pages Group can be found at www.ypg.com.

For more information, contact:

Caroline Bretsen
Fleishman-Hillard Canada
(416) 645-3657
bretsenc@fleishman.com

Annie Marsolais
Yellow Pages Group
(514) 934-4016
annie.marsolais@ypg.com