



YellowPages.com

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**YellowPages.com Increases Exposure by Millions to
SBC SMARTpages.com and BellSouth® RealPages.com® Advertisers**

- *Joint Venture Bringing Potential Increase of
17 Million Monthly Local Business Searches*

(PASADENA, Calif.) – May 4, 2005 – YellowPages.com, a joint venture of SBC Directory Operations and BellSouth Advertising and Publishing, is now paying off in a substantial increase in potential exposure for SMARTpages.com and RealPages.com advertisers.

As a direct result of the joint venture, consumer traffic to SMARTpages.com and RealPages.com advertisers has increased by more than 17 million monthly searches. This puts SMARTpages.com on pace to deliver more than 40 million combined monthly searches and RealPages.com on pace to exceed 20 million combined monthly searches to their local advertisers. As visitors to the YellowPages.com site conduct a local business search, they may find SMARTpages.com and RealPages.com advertisers in their search results.

“This is the first of many advantages the YellowPages.com acquisition is bringing to SBC SMARTpages.com and BellSouth RealPages.com advertisers,” said Charles Stubbs, CEO and President of YellowPages.com. “The goal of the joint venture was to bring added value to advertisers – and this first step is doing just that by placing advertisers where more customers can find them.”

Stubbs said advertisers can of course see their listings and ads on SMARTpages.com and RealPages.com, but can also access www.yellowpages.com and view it as well.

Kurt Elsaeser, owner of Home Concepts, a contemporary furniture store in Atlanta, welcomes the increased traffic and sees this as a great asset to his Internet Yellow Pages advertising.

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YellowPages.com Increases SBC and BellSouth Online Advertisers Exposure by 17 Million Monthly Searches

“Our Internet Yellow Pages presence gives customers the ability to link directly to our web site (www.atlantafutons.com), which allows buyers to see all of our merchandise at their leisure before making a purchase. An increase in this traffic is exciting and we are very happy to see the benefits YellowPages.com is bringing to our business,” said Elsaeser.

The joint venture continues SBC Directory Operations and BellSouth Advertising and Publishing’s mission to be a premier source for local online advertising solutions. The YellowPages.com traffic comes at no additional cost to advertisers on SMARTpages.com and RealPages.com.

“Connecting buyers and sellers is what sets effective local search apart from all others. This additional traffic we are now providing our advertisers will do just that. Our advertisers now have the opportunity to connect with more customers, in more places, more often,” said Myles Midgley, Executive Director–Internet Yellow Pages for SBC Directory Operations.

Fabio Coelho, President of BellSouth’s online directory group, said the transition from RealPages.com to YellowPages.com for BellSouth advertisers is in high gear, with more changes and enhancements in the months ahead.

“The future site, with the intuitive brand, positions us to build on our current successes and establishes one of the most prominent sites for connecting buyers and sellers, as well as effective local search,” Coelho said.

About YellowPages.com

YellowPages.com LLC is a joint venture operation of SBC Directory Operations and BellSouth Advertising and Publishing Corporation. Formed in late 2004, the company currently operates three leading Internet Yellow Pages sites – SMARTpages.com, RealPages.com and YellowPages.com. Combined, the three sites currently receive more than 50 million monthly consumer business searches. In late 2005, the three sites will merge to form a premier Internet Yellow Pages site at the URL www.yellowpages.com. SMARTpages.com local advertising is sold by SBC Yellow Pages. RealPages.com local advertising is sold by BellSouth Advertising and Publishing Corporation.

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