Good day to you!

What do you want to find? near San Francisco
yp, the largest local search, media & advertising company in North America

connect your business with ready-to-buy customers

YP.com site:

**top 40 web domain**¹
over 70 million visitors to the YP.com site and YP℠ app¹

YP℠ Local Ad Network:

**nearly 100 million** unique monthly users²
over 200 million monthly searches³

The network of hundreds of publishers provide combined exposure to 2.7 billion searches annually.³

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2. YP.com Network, comScore Media Mix (Multi-platform), April 2014.
3. YP Analytics, April 2014. Based upon internal data which has not been subject to third party review or audit. Results will vary dependent upon individual campaigns, categories and geographies. Past performance is no guarantee of future results. Under no circumstances may this data be used to project individual results, which will vary depending on factors like category and geography, as well as factors unique to each business and/or advertising campaign.
One ad-buy on the yp.com site provides the opportunity to appear on hundreds of website properties, leveraging multiple media platforms, including online, vertical and mobile search.
the yp.com site...#32 web domain in the U.S.¹

<table>
<thead>
<tr>
<th>Monthly rank</th>
<th>Unique visitors (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2014</td>
</tr>
<tr>
<td>May</td>
<td>32</td>
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<td>Jun</td>
<td>32</td>
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<td>Jul</td>
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<td>Nov</td>
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<td>Dec</td>
<td>40</td>
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<td>32.6</td>
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<td>32.8</td>
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<td>28.6</td>
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</tbody>
</table>

Monthly fluctuations in rankings are typically influenced by seasonal and online activities. Example: monthly spikes in activities to sites such as ESPN, Target and Walmart, as influenced by the football season, playoffs and back-to-school rush, can impact rankings to other sites such as YP.com site.

¹. comScore Top 2000 Web Domains Reports, May 2013 - Apr 2014. Findings should not be used to make revenue projections for specific businesses, in specific markets, and cannot be used to predict results for an individual advertiser. There is no guarantee in position or rank in search results.


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14-30241_YPC 06/04/14 (Local)
connect your business with mobile customers

YP.com mobile web domain

#26 overall ranking in U.S.¹

over 70 million monthly visitors to the YP.com site and YP℠ app²

46% from mobile devices

46% of YP.com site and YP℠ Local Ad Network visits are from mobile devices.³

3 calls every second

In 2012, nearly 100 million calls were made to local businesses via the YP℠ app.⁴

80% access retail content

80% of adult Smartphone owners (>85M) access retail content on their devices.⁵

1. comScore Mobile Metrix, Top Mobile Web Domains Report, April 2014
2. YP internal data April 2014. Not subject to third-party review
3. YP internal data August 2013. Not subject to third-party review or audit.
4. YP internal data Jan-Dec 2012. Not subject to third-party review or audit.
5. CRM Associates, Feb 2013 Useful and Interesting Facts about Mobile, (comScore Inc., IR Oct 2012: Four out of every five adult smartphone owners [85.9 million consumers] accessed retail content on their mobile device via a mobile commerce site or app in July 2012)
NOTE: These are averages; results may vary. Findings should not be used to make revenue projections for specific businesses, in specific markets, and cannot be used to predict results for an individual advertiser.

Source: YP internal analysis, average clicks per advertiser (Local) for selected UDACS, May 2013 - April 2014, LSA and Megazone clicks only. Results will vary dependent upon individual campaigns, categories and geographies. Past performance is not a guarantee of future results. NOTE: Clicks for which a UDAC is specified (“unknown” clicks that do not provide click metadata) cannot be totalled. Customer counts determined by unique advertisers with UDAC clicks recorded.
yp.com users are affluent
and a ready-to-buy audience

User Demographic profile¹: 75% of Household Income is at $40K or more.

**Household Income (US)**
- 12% Less than $25,000
- 31% $25,000 - $39,999
- 13% $40,000 - $59,999
- 11% $60,000 - $74,999
- 16% $75,000 - $99,999
- 17% $100,000 or more

**High GenX and Millenial users Ages**
- 16% 18-24
- 21% 25-34
- 15% 35-44
- 7% 45-54
- 17% 55-64
- 7% 65+

**User Demographic profile¹:**
- 75% of Household Income is at $40K or more.

**spend 25% more**
Users of the internet yellow pages typically spend 25% more than the general consumer.²

**55% are new customers**
new customers account for 55% of internet yellow pages purchasers.²

**11:1 ROI**
$11 revenue and $4 profit is typically generated for every $1 invested.²
design highlights
of the new yp family of properties

Homepage/Home Screen
Users greeted with welcome messages, nearby businesses and coupons, My Book and ability to add custom search terms to the browse carousel.

Search Results Page (SeRP)
Updated ad styling. Cleaner, more simplified look and feel.

More Info Page (MIP)
Styling updated for ease of use. Listing banner, photos and other detailed business information found here.

mybook
Users can create a personal list to help them connect, reconnect and refer to their “go-to businesses”.

grow your business at adsolutions.yp.com
look and feel

search results page

Advertiser “featured” listings (paid)

Organic results (paid and free listings)

Mapping (paid and organic results)

A Priority Local Listing (PLL)
Limited inventory product

B Diamond tier
Limited inventory product, repeated on each page
(Advertisers will continue to rotate through the Diamond spots)

C Metals
Platinum • Gold • Silver • Bronze
(Located below the Diamonds)
how to drive your success

Improve your opportunity to be found with your More Info page (MIP)

Encourage customers to go online and rate your service and business.

Provide complete information about your business

- Location
- Service area
- Hours
- Products / services
- Payment methods
- Coupon offers
- Photos

Go to yp.com/listing today and maximize the power of your online listing.
mybook

makes it easy for consumers to
• select
• save
• reconnect
• recommend their favorite businesses

Enrich the content and appeal of your listing with your More Info Page (MIP), photos, a link to your website and reviews.

Customers can quickly
• access businesses they have researched
• bookmark them on the yp.com site
• organize them into collections
• view or add notes about the business

They can keep track of favorite businesses by arranging them into collections
Good day to you!

As a leader in local search, yp is uniquely positioned to maximize your marketing goals and reach ready-to-buy customers.