



The Official Provider
of Superpages.com

For Immediate Release

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Superpages.com Launches LocalServeSM Affiliate Program

Program Places Advertisers onto Small and Medium-sized Web sites

DALLAS – Superpages.com®, a service of Idearc Media Corp., today launched its LocalServeSM affiliate program to place its Superpages.com advertisers onto small and medium-sized Web sites. The program both increases the ways in which advertisers connect with consumers and helps Web sites deepen and broaden their content. To enroll in the LocalServe program, Web site publishers should visit www.superpages.com/LocalServe.

“Superpages.com drives value for our advertisers by delivering highly qualified leads and references to their businesses. Adding LocalServe to our distribution portfolio broadens our advertisers' exposure even more,” said Eric Chandler, President–Internet for Idearc Media. “This is a strategic win for us, our advertisers and the affiliates that benefit from the rich content we deliver to their sites.”

Developed specifically for Web site publishers and affiliate sites, the program provides a highly automated, fully customizable self-service tool that includes a streamlined online application and approval process for program management, tracking and payment. The design interface includes a wide range of flexible customizable options – from category headings to layout. Publishers can customize the ad content, which better ensures optimal relevancy to each site's editorial content.

“The program enables small and medium-sized Web sites to easily generate additional revenues through an easy-to-manage and scalable format,” said Chandler. “And, LocalServe offers a simple point-and-click tool to help publishers customize the layout of the ads to fit their site's look and feel.”

The LocalServe affiliate program launched with three affiliates and has capacity to include an unlimited number of additional affiliates:

- Pegasus News, www.pegasusnews.com
- ResearchSpot, www.refspot.com
- catchTomorrow, www.catchtomorrow.com

-- more --

Superpages.com, the expert in local search, had more than 2.8 billion network searches in 2006. It features listings for more than 18 million small-to-medium-sized businesses in the United States, 11 million of which feature enhanced content.

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About Idearc Inc.

[Idearc Inc.](#) (NYSE:IAR) connects buyers with sellers with its multi-platform of advertising solutions including [Verizon® Yellow Pages](#) and smaller-sized portable [Verizon® Yellow Pages Companion Directories](#), [Superpages.com](#)®, [Superpages Mobile](#)SM, [Solutions At Hand](#)TM magazine, [Solutions at Home](#)TM magazine, [Solutions Direct](#)TM and [Solutions on the Move](#)TM direct mail packages. Idearc provides sales, publishing and other related services for more than 1,200 distinct directory titles in 35 states and the District of Columbia. Superpages.com, the expert in local search with more than 2.8 billion network searches in 2006 and 18 million businesses in the United States, offers advertisers a variety of [online advertising](#) solutions. Superpages Mobile provides local search functionality for wireless subscribers. For more information, visit www.idearc.com.

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