

NEWS RELEASE

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Valley Yellow Pages Expands Smartphone Reach with New App for Android Phones

*Free MyYP Android app with cool features and voice recognition
allows you to look for nearby businesses while you're on the move*

FRESNO, CA – June 30, 2010 – Android phone users who need a phone book can now just look on their mobile device. Valley Yellow Pages is launching a new Android app enabling people to finding local businesses on the go. The free MyYP app contains all of the information in print and online directories, plus features like click-to-call, driving directions and speech recognition capabilities. You can also browse businesses' websites and detailed profile pages, email them, and view their ads.

The new Android app joins the MyYP iPhone app, which was launched in April. 59 percent of all Smartphone users in the U.S. have either an Android or an iPhone, according to an April 2010 Mobile Metrics report by AdMob.

"We want to ensure that as many Smartphone users as possible have access to the great local resources that MyYP apps provide," said Sieg Fischer, president and CEO of Valley Yellow Pages. "People really like how interactive the MyYP mobile apps are and find them to be incredibly easy to use everyday search tools."

With the MyYP app, results are sorted by distance and users have the option of viewing search results by list or map view. The interactive map navigation features zoom and scroll capabilities along with listings that automatically change based on the area of the map you're focusing on. Searches can also be made by voice using the app's advanced speech recognition feature.

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About Valley Yellow Pages

Valley Yellow Pages is headquartered in Fresno, CA and maintains 16 branch offices throughout Northern and Central California. The company is dedicated to being an active part of all the communities it services and gives back in the form of participation and donation. Valley Yellow Pages directories are published annually and delivered to households and businesses in 46 different markets in Northern and Central California, reaching more than 14.8 million people. Valley Yellow Pages is the largest independent directory publisher in Northern and Central California and the third largest independent publisher in the nation.

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