

Yellow Pages Group Deploys AgendiZe Universal Contact Widgets to Provide Free Customer Engagement Tools for SMBs

Contact Widgets make it easy for local Canadian businesses to engage customers across more than 100 popular social networks, chat, calendar, social bookmarking, email and blogging services

Quebec, Canada—June 2, 2008— Yellow Pages Group (YPG), Canada's largest directory publisher, and AgendiZe, the premier provider of call-to-action services, today expanded their partnership to feature free AgendiZe Universal Contact Widgets, a powerful set of customer engagement tools, across all of YPG's online business directories. Contact Widgets can be installed on any website or blog in just a few clicks, giving Canadian SMBs a simple, effective way to gain new leads and promote viral word-of-mouth by enabling their business information to be shared across virtually all popular online services, including Facebook, MySpace, Digg, Yahoo! Bookmarks, Gmail, Windows Live, AIM and many more.

"It's important customers can not only quickly find businesses online, but that they can easily contact them in real life or quickly tell their friends about them—in other words, take action," said Jean-Pascal Lion, VP Marketing of Yellow Pages Group. "AgendiZe Universal Contact Widgets help local businesses complete the last mile in customer engagement by connecting their website or blog with dozens of different social platforms and mobile devices."

Yellow Pages Group owns and manages Canada's most visited online directories. YPG's network of sites reaches 41% of all online Canadians. To date, the AgendiZe Call-to-Action suite of customer engagement tools have helped YPG generate on average 140,000 active leads and inbound customer contacts every month for advertisers. AgendiZe Universal Contact Widgets will further extend this benefit directly onto local business' websites, blogs and other online properties.

Yellow Pages Group will feature free AgendiZe Universal Contact Widgets on all of their online business directory listing pages in Canada. Contact Widgets are pre-configured and automatically updated to contain each business' contact and product or service information, and enable consumers to conveniently save and share that information across more than 70 social networking, chat, social bookmarking, address books, desktop, PDA and email services.

Contact Widgets are also highly portable. With just a few clicks, any business can grab their widget and place it within their own website, blog or newsletter. This gives small businesses an opportunity to engage social consumers and make it easier for customers to contact them now, remember them for later or share them with friends.

“Social consumers are using a rapidly growing array of new social platforms, communication services and devices, making it increasingly difficult for local businesses to engage customers,” said Alexandre Rambaud, founder and CEO of AgendiZe. “AgendiZe Universal Contact Widgets finally give small businesses a quick and simple way to engage and keep up with social consumers, no matter what new services or devices they use.”

To learn more about AgendiZe Universal Contact Widgets, visit:

http://www.agendize.com/products/products_widgets.htm

About AgendiZe (<http://www.agendize.com>)

The AgendiZe Call-to-Action Platform enhances any online marketing, advertising and e-commerce effort by engaging the social consumer. AgendiZe offers a complete suite of Call Tracking, Click-to-Call, Click to Chat, Click-to-Save and Click-to-Share solutions that integrates with more than 100 popular chat, mobile messaging, calendar, social bookmarking, email and enterprise communications services on a wide variety of personal communications devices. Founded in 2003 and privately held, AgendiZe has offices in Troyes, France and San Francisco, CA.

About Yellow Pages Group (<http://www.ypg.com>)

Yellow Pages Group is Canada's largest telephone directories publisher. It publishes annually more than 340 Yellow Pages™ and residential directories. The Company owns and manages Canada's most visited online directories, YellowPages.ca™ and Canada411.ca, as well as CanadaPlus.ca™, a network of seven local city sites. Yellow Pages Group is indirectly held by Yellow Pages Income Fund (TSX: YLO.UN).

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