



Superpages.com Shines Spotlight on Local Businesses with Beta Trial of Local Video Advertising Clips

DALLAS, Jul 24, 2007 (BUSINESS WIRE) -- Superpages.com(R), a service of Idearc Media Corp., today launched a beta trial of local video advertising that gives local small- to medium-sized businesses even more ways to showcase their products, services and personalities. To view sample videos, visit <http://video.superpages.com/>.

"There is a clear trend in advertising as more consumers are willing to engage with videos online," said Eric Chandler, President - Internet for Idearc Media. "Superpages video advertising allows small- to medium-sized local businesses the opportunity to tell their unique story in a new medium. These 'documericals' also let consumers take an up-close and personal look at a business before making a buying decision."

Superpages.com is trialing 30- and 60-second local merchant video advertising in the Seattle, Los Angeles, and San Francisco Bay areas, with additional cities to be added in the next few months. Local video advertising is full-service and turn-key for local advertisers, with the videos filmed by professional crews on the customers' premises.

Recent comScore video matrix rankings showed that Americans watched more than 7 billion online video streams during March 2007. As more and more consumers engage with videos online, spending on online local video advertising is projected to increase significantly; according to Borrell Associates, up to \$5 billion annually in the next few years.

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

Statements made in this press release that are not historical facts, including statements accompanied by words such as "will," "believe," "anticipate," "expect," "estimate," or similar words, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 regarding Idearc Inc.'s plans and performance. These statements are based on management's estimates, assumptions and projections as of the date of this release and are not guarantees of future performance. Actual results may differ materially from the results expressed or implied in these statements as the result of risks, uncertainties and other factors including, but not limited to, the factors set forth in Idearc Inc.'s filings with the Securities and Exchange Commission, including Idearc Inc.'s Annual Report on Form 10-K for the year ended December 31, 2006. The Company cautions you not to place undue reliance on the forward-looking statements contained in this release. The Company does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release.

About Idearc Inc.

Idearc Inc. (NYSE:IAR) connects buyers and sellers with its multi-platform of advertising solutions including Verizon(R) Yellow Pages, Verizon(R) White Pages, smaller-sized portable Verizon(R) Yellow Pages Companion Directories, Superpages.com(R) , Superpages Mobile(SM), Solutions At Hand(TM) magazine, Solutions at Home(TM) magazine, and Solutions on the Move(TM) and Solutions Direct(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 and 18 million business listings in the United States in 2006, 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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