



## Idearc Media Adds Business White Pages In Broome County Verizon Yellow Pages Companion Directory

BINGHAMTON, N.Y., Aug 21, 2007 (BUSINESS WIRE) --

Idearc Media Corp., home to [Superpages.com](http://Superpages.com)(R) and publisher of the Verizon(R) Yellow Pages, is now offering even more relevant information for consumers in Broome County by adding business white pages to the new Broome County Plus Verizon (R) Yellow Pages Companion Directory. Idearc Media recently completed distribution of the compact sized companion directory along with the Broome County Plus Verizon Yellow Pages.

The Broome County directory includes listings for Binghamton, Deposit, Endicott, Hancock, Johnson City, Owego, Vestal, Whitney Point and surrounding communities.

The Broome County Plus directory and the Broome County Plus companion directory feature:

- a Dining Your Way!(R) restaurant guide, that spotlights area restaurants with an A-Z index, menus and maps;
- local guides on lawyers, physicians, surgeons and dentists; and
- valuable coupons from many local businesses.

The Broome County Verizon Yellow Pages also features a full-page picture of the Binghamton University new men's basketball coach, Kevin Broadus, on the inside front cover.

People who prefer to use the Internet can use [Superpages.com](http://Superpages.com) ([www.superpages.com](http://www.superpages.com)), the expert in local search, to find local and national businesses and to compare goods and services when they are ready to buy. With more than 2.8 billion network searches in 2006, [Superpages.com](http://Superpages.com) includes listings for more than 18 million small-to-medium-sized businesses in the United States, 11 million of which feature enhanced content.

[Superpages.com](http://Superpages.com) recently enhanced the user and search experience with a new, sleek and simplified look and more relevant, locally focused search results. An improved mapping capability provides a bird's eye view of the locations searched.

In 2006, more than 660,000 searches were conducted on [Superpages.com](http://Superpages.com) in Broome County.

Consumers can learn about local recycling by referring to the Recycling Guide in the Broome County Plus Verizon Yellow Pages directory. Idearc Media encourages residents to recycle dated directories by participating in existing curbside recycling programs. For a complete list of phone book recycling sites in Broome County visit [www.gobroomecounty.com/dpw/DPWSolidWaste.php](http://www.gobroomecounty.com/dpw/DPWSolidWaste.php). Individuals can also call the Broome County Division of Solid Waste Management at (607) 778-2250. To receive more information on recycling visit [www.superpages.com](http://www.superpages.com), enter "recycling" in the first search box and city and state in the second search field.

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](http://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](http://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](http://www.Idearc.com).

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