



Joe Mauer, St. Paul Native and Reigning A.L. Batting Champ, Hits Cover of Greater St. Paul Verizon Yellow Pages

Idearc Media Recognizes Area Superstars; Greater St. Paul Verizon Yellow Pages Official Yellow Pages of Twins and Vikings

ST. PAUL, Minn., Feb 13, 2007 (BUSINESS WIRE) -- St. Paul natives and area superstars Joe Mauer and Mike Vannelli grace the cover of the new Greater St. Paul Verizon Yellow Pages, currently in distribution throughout the St. Paul area.

Mauer, reigning American League Batting Champion and current catcher for the Minnesota Twins and Vannelli, captain of the University of Minnesota's Hockey Team, were chosen by Idearc Media Corp., publisher of the Verizon Yellow Pages and provider of SuperPages.com, because of their local appeal and community stature.

The Greater St. Paul Verizon Yellow Pages, the official yellow pages of the Minnesota Twins and Vikings, features:

- more than 15 pages of Twins information including a look back at last season, a guide to the Metrodome, a history of ballparks in Minnesota, information on the Twins in the community and much more;
- a comprehensive guide for Vikings fans including team history and records, cheerleader pictures, stadium information and a chance to win two 2007 home Viking vs. Bears tickets by completing a Sudoku puzzle;
- schedules for the University of Minnesota's Golden Gopher Teams;
- valuable coupons from many local businesses; and
- menus from area restaurants.

For residents who choose to access business listings via the Internet, SuperPages.com (www.superpages.com), the expert in local search, enables consumers to find local and national businesses and compare goods and services of merchants when they are ready to buy.

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(R) (www.superpages.com), SuperPages Mobile(TM), Solutions At Hand(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. In addition, Idearc is the largest publisher of Hispanic directories in the United States. SuperPages.com, the expert in local search with more than two billion searches for two consecutive years, includes a comprehensive list of businesses in the United States - a total of more than 17 million. SuperPages Mobile provides local search functionality for wireless subscribers. For more information, visit www.idearc.com.

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