



Superpages.com Unveils New Local Search Experience with Extreme Makeover

Makeover Includes Redesigned Homepage, Incorporating Local City-Specific Skylines and More Local Content Relevant to Users

DALLAS, May 07, 2007 (BUSINESS WIRE) -- Superpages.com(R), a service of Idearc Media Corp., today unveiled a personalized local search experience with a new, sleek and simplified look. To register and personalize your local search experience, visit www.superpages.com.

"After conducting extensive research and usability testing with consumers, we redesigned the site to reflect a simpler, more personalized feel," said Robyn Rose, vice president of marketing for Superpages.com. "Much of the new look speaks to our 'we know local' nature, and we will continue evolving to meet the needs of our users."

Examples of the new features on the cookied homepage include:

- City-Specific Skylines - City-specific skylines for 25 of the top searched cities, with more skylines to be added;
- Two-field Search Box - Simplified two-field search box that allows a user to enter either a business name or category/keyword in the first field, then indicate the geography in the second field;
- Highly Rated Businesses - Functionality that allows users to view highly rated businesses in a given city based on the most recent search, and offers an option to view more top-rated businesses by category; and
- More Local Content - Ability to deliver more relevant and localized content to users when they return to Superpages.com, such as WiFi locations, traffic and weather.

Some of the new features on the results page include:

- Neighborhood Refinement - An option to zero in on a specific neighborhood is available in select cities based on geographic specification; (Example: refining Boston to Back Bay.)
- Streamlined Search Bar - A streamlined search bar to free up valuable space for results higher on the page;
- Enhanced Narrow & Refine - Enhanced Narrow and Refine search results buttons to give users more flexibility in finding a business;
- Enhanced Maps - A map feature that shows search results plotted on the map; and
- Defined Look - A cleaner business listing format to enable users to find what they need faster.

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

About Idearc Inc.

Idearc Inc. (NYSE:IAR) connects buyers with sellers with its multi-platform of advertising solutions including Verizon(R) Yellow Pages and 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, Solutions Direct(TM) and Solutions on the Move(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 in 2006 and 18 million businesses in the United States, 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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