



Superpages.com Moves Full Throttle with National Video Product Launch

DALLAS, Oct 16, 2007 (BUSINESS WIRE) -- Following a successful beta trial in select markets, Superpages.com(R), a service of Idearc Media Corp., today launched its Superpages Video advertising product nationally. Superpages Video advertising allows local small-to-medium-sized businesses to communicate the uniqueness of their products, services or business environments. To learn more about Superpages Video and to view examples, visit <http://video.superpages.com/>.

"We received such great reception from small businesses for video advertising in the Seattle, Los Angeles and the San Francisco Bay areas that it made sense to roll it out nationally," said Eric Chandler, President - Internet for Idearc Media. "Our local sales force and Internet sales channel are now selling the product across the country."

Superpages Video is full-service and turn-key for local advertisers. Unlike traditional broadcast media, videos are available 24 hours a day, seven days a week and are available when consumers are making buying decisions. Superpages.com offers the following two options to local advertisers:

-- Original Video - A video professional will come to the customers' premises and work with the business owner to highlight those special qualities that make their business stand out from their competitors. Up to an hour will be spent at the advertiser's location, and video footage that captures the unique aspects of the advertiser's business will be recorded. Afterward, the video professional will craft a compelling "documercial" of approximately 30 seconds or 60 seconds that will be placed on Superpages.com.

-- Repurposed Video - If a business already has video content, they can provide it to Superpages.com in specific digital formats and Superpages.com can then attach it to their directory listing.

Recent comScore video matrix rankings showed that Americans watched more than 9 billion online video streams during July 2007. A study by the Online Publishers Association found that after watching a video advertisement, 52 percent of viewers took an action such as visiting a Web site or making a purchase.

For more information, local small-to-medium-sized business can contact an Idearc Media sales representative toll free at (800) 789-5756, Monday through Friday from 8:00 a.m. to 5:00 p.m. Central.

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.

IDEARC'S ONLINE NEWS CENTER: Idearc news releases, fact sheets, biographies, media contacts, high quality video and images, and other information are available at Idearc's News Center on the World Wide Web at www.idearc.com/pressroom.

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