



SuperMedia Serves Notice at NASDAQ; Small Businesses across America Will Grow and Thrive

SuperYellowPages, Superpages.com, SuperpagesDirect, SuperGuarantee and SuperTradeExchange Programs Act as Engine of Growth

NEW YORK, Jan 06, 2010 (BUSINESS WIRE) -- [SuperMedia](#) (NASDAQ:SPMD) CEO Scott W. Klein today served notice to naysayers, declaring SuperMedia will serve as a "catalyst of commerce" for local businesses across the country. Klein, ringing the Opening Bell at NASDAQ flanked by small and medium business owners, reaffirmed his company's mission to grow the economy by bringing buyers and sellers together.

"I have great faith in the strength and promise of America's small businesses," Klein said. "Over these past two years the outstanding men and women that drive these local businesses have seen more than their fair share of heartache, instability and struggles."

Klein pointed to the more than 12 million small and medium businesses that are the heart and soul of local commerce and are in need of help. "The dry cleaner down the street waiting for customers to come in; the roofing contractor needing the phone to ring; the auto repair shop that has empty service bays to fill," he illustrated.

"On this day I want to make it crystal clear that SuperMedia is stepping up," Klein said. "We are standing shoulder to shoulder with these good guys - these American entrepreneurs in the fight for their success, becoming their champion and an engine for their growth."

SuperGuarantee and SuperTradeExchange Provide Spark to Local Economies

SuperMedia (formerly Idearc Media) launched two programs in 2009, [SuperGuarantee](#)SM and [SuperTradeExchange](#)SM, to differentiate from competitors and provide businesses with effective tools to make the difference in writing down losses and ringing up sales.

The SuperGuarantee is a national consumer-oriented program designed to give consumers a strong measure of confidence when hiring local contractors, plumbers, auto body repair shops and thousands of other eligible service provider category-based businesses. If a consumer is not satisfied with the service provided by a participating SuperGuarantee registered business from the Verizon(R) Yellow Pages, [Superpages.com](#)(R), or SuperpagesDirect(TM) direct mail products, SuperMedia will work to resolve any issues or, if unable to resolve the issue will reimburse the consumer up to \$500 of labor services incurred by the consumer.

"With our SuperGuarantee, we are providing buyers with the confidence they want and need to start spending again," said Klein. "For the first time in years - we are seeing increases in the retention and use of our SuperYellowPages directories. In 2009 we averaged close to 30 million unique visitors a month to the Superpages.com network and we distributed over 500 million direct mail pieces."

The SuperTradeExchange, available for SuperMedia clients, works like a barter system but instead of trading one-to-one, network members trade their excess inventory or capacity for SuperBucksSM which can then be used to purchase products and services from any other member in the SuperTradeExchange.

For example, Bob, a contractor, does a job for another member that earns him \$350 in SuperBucks. Bob then uses his \$350 in SuperBucks to purchase products or services through another member of SuperTradeExchange, like a florist, printer, hotel or retailer. This system allows SuperMedia clients to save cash to pay for other things, like rent, utilities or taxes - things you cannot get through the Exchange.

"We will not rest until every dry cleaner, roofer, auto repair shop and every other local business across America is given the opportunity to grow and thrive," Klein said. "We are more than marketing. We are more than media. We are over, above and beyond media. We are SuperMedia."

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www.supermedia.com.

Forward-Looking Statements

Certain statements included in this press release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Statements that include the words "believe," "will," "would," "propose," "anticipate," "foresee," and similar expressions identify forward-looking statements. For a discussion of the risks and uncertainties see Idearc's periodic filings with the Securities and Exchange Commission, which you may view at www.sec.gov, and in particular, Idearc's Annual Report on Form 10-K for the fiscal year ending December 31, 2008 and Idearc's subsequent Quarterly Reports on Form 10-Q.

About SuperMedia Inc.

SuperMedia (NASDAQ:SPMD) is the advertising agency for local small to medium sized businesses across the United States. SuperMedia specializes in results. Click-here results. Ring-the-phone results. Knock-on-the-door results.

SuperMedia's advertising products and services include: the [SuperGuarantee](#)SM and [SuperTradeExchange](#)(R) programs, Verizon(R) SuperYellowPages, FairPoint(R) SuperYellowPages, [Superpages.com](#)(R), [EveryCarListed.com](#)SM, [Switchboard.com](#)SM, [LocalSearch.com](#)SM, [Superpages Mobile](#)SM and SuperpagesDirect(TM) direct mail products. For more information, visit www.supermedia.com.

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