



## **Superpages.com Increases National Sales Presence with New Office in Alpharetta, Ga.**

DALLAS, Mar 05, 2007 (BUSINESS WIRE) -- Superpages.com, a product of Idearc Media Corp., today increases its national sales presence with a new sales office in Alpharetta, Ga. Adding this sales office gives Superpages.com a presence in each U.S. time zone to more efficiently service client online advertising needs. The Alpharetta office offers Internet marketing solutions tailored for small-to-medium businesses and employs approximately 60 sales, marketing and support representatives.

"We provide a wide-range of services to help small businesses compete online, and we have the expertise, service and partnerships in place to provide our clients with a single point of contact to handle it all," said Darrin Rayner, vice president of online advertising sales and search marketing services for Superpages.com. "Alpharetta offers an excellent workforce, a vibrant business community and ranks high on the quality of life factors that are important to attract and retain good employees. It is a community that is a natural fit for us."

In addition to opening a new facility, Jumaane Guess has been named General Sales Manager overseeing the Alpharetta location. An industry veteran, Guess has held numerous sales and sales management positions at GTE and Verizon. In addition to the managing the Alpharetta office, he continues to manage the sales channel that serves agencies and search engine marketers nationwide.

In November 2006, Superpages.com yellow pages expanded its presence on the West Coast by adding a second office in Kirkland, Wash. This new expansion complements the division launched three years ago in Irving, Texas, where sales, marketing, training, client service and support personnel work.

Superpages.com, the expert in local search, had more than 2.8 billion network searches in 2006. It features listings for more than 19 million small-to-medium-sized businesses in the United States, 11 million of which feature enhanced content. Superpages.com has an attractive revenue model that includes fixed-fee and industry-leading performance-based advertising products, such as Pay Per Click, that enhance its basic listing content. Fixed-fee advertising includes options such as advertisement placement on Superpages.com, extended reach and Web site development for advertisers. Performance-based advertising products generate revenues when consumers connect with advertisers by clicking on their electronic advertising or by calling their businesses.

The new Superpages.com office is located at 1170 Great Oaks Way, Alpharetta, Ga. For more information on how to become a new Superpages.com advertiser, please call toll-free 1-800-376-0136. Individuals interested in working for Idearc Media Corp. and joining the Superpages.com team, visit [www.idearc.com/careers.jsp](http://www.idearc.com/careers.jsp).

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](http://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 2.8 billion network searches in 2006, includes a comprehensive list of businesses in the United States - a total of more than 19 million. Superpages Mobile provides local search functionality for wireless subscribers. For more information, visit [www.idearc.com](http://www.idearc.com).

SOURCE: Idearc Inc.

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