



Yahoo!, Dex One Expand Partnership

Allows All Dex One Clients' Listings to Appear on Yahoo! Local

SUNNYVALE, Calif., Aug 31, 2010 (BUSINESS WIRE) -- Yahoo! Inc. (NASDAQ: YHOO) and Dex One Corporation (NYSE: DEXO) today announced an expanded partnership which will increase local businesses' online exposure. All businesses advertising on Dex One's popular local search site, DexKnows™ (www.dexknows.com), will now be able to have their online listings appear in [Yahoo! Local](#) search results. The expanded partnership doubles the geographic area covered by an existing relationship formed in 2007, providing more local businesses with greater opportunities to attract ready-to-buy customers.

Dex One's online listings are comprised of detailed business information and direct links to businesses' DexKnows profile pages. The profile pages feature user-generated ratings and reviews, maps of business locations, and more.

The previous agreement between Dex One and Yahoo! exclusively covered the 14-state region where Dex One is the official print directory publisher for Qwest. Since the initiation of the original agreement, the relationship between Dex One and Yahoo! has proven highly successful, yielding thousands of leads for local businesses and laying the groundwork for the current expansion.

"Yahoo! is committed to helping local businesses unlock the potential of digital advertising," said Regan Senkarik, Vice President of Channel Sales, Yahoo!. "Expanding our agreement with Dex One will provide their clients with greater exposure in local communities and more consumers with detailed information on local businesses."

Yahoo! collaborates with a variety of premier partners to help them maximize their online spend with creative and customized campaigns that allow them to meet their unique business objectives. These collaborations include Yahoo!'s strategic relationship with a consortium of 800 American newspapers -- consisting of 52 percent of all U.S. Sunday circulation -- which use Yahoo!'s behavioral targeting tools to sell display ads on consortium member sites and on the Yahoo! network.

"This strengthens a great strategic relationship with Yahoo! and broadens the reach of our local advertiser network," said Sean Greene, senior vice president of interactive, Dex One. "Through the network our clients' online business information appears not only on DexKnows but also in prime locations on many of the Web's most popular search sites, including Yahoo! Local."

About Yahoo!:

Yahoo! attracts hundreds of millions of users every month through its innovative technology and engaging content and services, making it one of the most visited Internet destinations and a world-class online media company. Yahoo!'s vision is to be the center of people's online lives by delivering personally relevant, meaningful Internet experiences. Yahoo! is headquartered in Sunnyvale, California. For more information, visit pressroom.yahoo.com or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

About Dex One Corporation:

Dex One Corporation (NYSE: DEXO) is a leading marketing solutions company that helps local businesses reach, win and keep ready-to-buy customers. The company's highly-skilled, locally based marketing consultants offer a wide range of marketing products and services that help businesses get found more than 1.5 billion times each year by actively shopping consumers. Dex One offers local businesses personalized marketing consulting services and exposure across a broad network of local marketing products - including its "official" print, online and mobile yellow pages and search solutions (<http://www.dexknows.com> and <http://www.business.com>), as well as major search engines. For more information visit www.DexOne.com.

SOURCE: Dex One Corporation

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