

YP Appoints Digital Media Visionary Jonathan Miller to Board of Directors
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TUCKER, Ga., Sept 6, 2012 /PRNewswire/ --YP, North America's largest local search, media and advertising company, announced today the appointment of Jonathan Miller, one of the world's most respected digital media executives, to the company's Board of Directors.

Mr. Miller most recently served as Chief Digital Officer of News Corporation as well as Chairman and CEO of the company's Digital Media Group. He continues to serve as an advisor to News Corporation. In those roles, Mr. Miller successfully transformed News Corporation's digital strategy by integrating the company's content onto emerging, third-party internet platforms. In addition to leading News Corporation's overall online strategy, Mr. Miller also oversaw the company's standalone digital businesses globally and represented the company on Hulu's Board of Directors.

Mr. Miller was also the Chairman and CEO of AOL from 2002 to 2006, during which he led the company to achieve a record annual profit growth of 21 percent.

"We are thrilled to have a person of Jon's stature join YP's Board of Directors," said David Krantz, CEO of YP. "Jon is truly a digital visionary and has led some of the largest and most successful digital businesses in the world. I am confident that his unparalleled expertise and deep relationships in the industry will benefit YP's robust digital and mobile platforms enormously as we continue to innovate and meet the needs of our 700,000 advertisers and millions of YP.com and YPmobile users."

"I am honored to join YP as a board member at this exciting time in the company's history," said Mr. Miller. "YP's nearly \$1 billion of annual digital revenues already makes it one of the largest media businesses in the U.S. And with YP.com and other search listing sites across the YP Local Ad Network generating more than 70 million monthly unique visitors, YP is well placed to leverage its strong market position. Coupled with its still-robust print directory business, the company offers the broadest and most cost effective range of ways for local businesses to connect with their customers. I look forward to working with the company as it continues to grow its online and mobile businesses to reach its full digital potential."

Mr. Miller was a founding partner of Velocity Interactive Group (now Fuse Capital), an investment firm focusing on digital media and the consumer Internet industry. Prior to joining AOL, he served as President and CEO of USA Information and Services (now IACI and Expedia) and Managing Director of Nickelodeon International, a unit of Viacom's MTV Networks. From 1987 to 1993, Mr. Miller was Vice President, Programming and Co-General Manager of NBA Entertainment, where he was responsible for league-wide brand management and programming.

Mr. Miller is a member of the Board of Directors of the American Film Institute, Shutterstock, TripAdvisor and Ticketmaster, and serves on the Board of Trustees of Emerson College and WNYC Public Radio in New York. Mr. Miller received his B.A. with honors from Harvard College.

ABOUT YP

YP is North America's largest local search, media and advertising company. Its mission is to develop innovative solutions that connect consumers and businesses. Millions of searches occur daily using YP products to find, compare and select local merchants. The company's flagship consumer brands include the YP.comSM site, a top 40 U.S. Web domain, the highly rated YPSM app and the YP Real Yellow PagesSM directory, the largest Yellow Pages directory in the world by revenue.

The company's wide range of print and digital advertising products is designed to address the evolving local search needs of consumers and help advertisers grow their business. The YPSM search and display Local Ad Network provides advertisers with an opportunity to reach more than 180 million monthly users across more than 300 affiliated online and mobile publishers. Through customized campaigns designed by expert advisors, YP provides local businesses with one of the most cost effective sources for consumer leads.

YP products and service are backed by thousands of media consultants and customer service professionals in local markets across the US with relationships spanning over 700,000 businesses. An affiliate of Cerberus Capital Management, L.P., one of the world's leading private investment firms, recently acquired a controlling

interest in YP from AT&T.

Keep tabs on YPSM updates on Facebook: www.facebook.com/YP or by following @YP on Twitter.

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Countries: United States

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