



Yahoo! Sites and Verizon SuperPages Lead in Share of U.S. Internet Yellow Pages Searches

Internet Yellow Pages Searches Up 23 Percent in July versus Year Ago, According to comScore Networks

Reston, VA, October 9, 2006 - comScore Networks, a leader in measuring the digital age, today released the results of an analysis which studies the growth of Internet Yellow Pages (IYP) searches. The study is the second in a two-part series that analyzes the growing consumer trend of researching local information online. The first study analyzed all local search behavior, while this analysis focuses on Internet Yellow Pages searches that return business directory listings. These searches occur on the Local sections of major search sites (e.g. Yahoo! Local), or on business directory listing sites (e.g. Verizon SuperPages).

This analysis revealed that 68 million U.S. Internet users performed an IYP search online in July. This represents a 46 percent increase versus year ago. When analyzing the total share of IYP searches, which by their nature have local intent, comScore's data reveals that Yahoo! Sites and Verizon SuperPages garnered the largest share, with 23.9 percent and 20.1 percent, respectively. Google Sites ranked third in IYP searches, capturing 12.5 percent, followed by Yellowpages.com with 12.0 percent.

Share of Total Internet Yellow Pages Searches by Site (Top 8)

July 2006

Total U.S. Home, Work and University Internet Users

Source: comScore IYP Report

	Total Yellow Pages Searches
<i>Total Internet</i>	100.0%
Yahoo! Sites	23.9%
Verizon SuperPages	20.1%
Google Sites	12.5%
Yellowpages.com	12.0%
Time Warner Network	7.7%
Local.com	5.9%
InfoSpace Network	5.1%
Dexonline.com	4.1%

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help

clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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