

COX – YELLOW BOOK PRESS RELEASE

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**COX AND YELLOW BOOK TEAM UP TO PROVIDE
DIRECTORIES
AND ADS FOR COX CUSTOMERS**

ATLANTA , GA and UNIONDALE, NY– Cox Communications, the seventh largest phone service provider in the U.S., and Yellow Book USA, a leading yellow pages and online search company, announced today that they have entered into a co-marketing and distribution agreement.

Under the new teaming arrangement, Cox and Yellow Book will promote each other's products and services through a variety of sales and marketing channels. The agreement also provides for the publication of Yellow Book directories that will include Cox branding and product information in key Cox markets. The first four pages of the directories will highlight Cox products and local service capabilities. In addition to normal distribution channels, Yellow Book directories will be available at Cox retail locations.

"Cox is recognized as a trusted provider of phone services, and Yellow Book is the oldest and largest independent yellow pages publisher in the nation – a winning combination to deliver a resource for finding local businesses," said Kristine Faulkner, vice president, product development and management, Cox Business. "Cox Business now provides additional value to its voice, data and video customers by equipping them with a powerful way to attract and retain clients."

The first Yellow Book directories under the agreement were published in February in Providence, R.I., Pensacola, Fla., and Oklahoma City, Okla. The companies are also exploring the possibility of future co-branded directory distribution in other Cox markets.

"By advertising in Yellow Book, Cox Business customers will have the opportunity to generate new business and a strong return on their advertising investment," said Gordon Henry, Yellow Book's chief marketing officer. "The agreement will facilitate the formation of new long-term local business relationships for Yellow Book and Cox."