

Contact: Paula Menard
Public Relations
Phone 951-506-4005 ext 118
paula@yellowmagic.com

41571 Date Street
Murrieta, CA 92562 USA
Phone 951-506-4005
Fax 951-506-1919

Yellow Magic
Incorporated

Press Release

Yellow Magic wins GOLD award from Yellow Pages Industry for Mobile YP Directory Publishing Software

The Yellow Pages Association (YPA) recognized Yellow Magic Incorporated with the GOLD Industry Excellence Award for Software Innovation which allows YP Directory Publishers to provide access to their directories from Mobile Phones/PDAs.

Murrieta, CA April 15, 2008: Yellow Magic Incorporated, a global provider of print and electronic directory publishing software solutions for the Yellow Pages Industry, announced today that featured presenters of the 2008 Yellow Pages Association Conference (YPA) and Exhibition, Neg Norton, President of YPA and David C. Swanson, R.H. Donnelley's chairman and CEO and chairman of YPA, awarded California-based Yellow Magic the GOLD top honors for Industry Excellence for Process Innovation for their new MagicCarpet Mobile software, which allows YP Publishers the ability to have their directories accessed by consumers using Mobile Phones and PDA devices.



Ronald Gale Mintle, Yellow Magic's CEO/President, was delighted to be recognized by the YPA in Las Vegas and was proud to demonstrate MagicCarpet Mobile at the Conference accessing recent Canadian YP customer CANWEST's ([NYSE: CWG](http://www.nyse.com/quote/NYSE:CWG)), Yellow Pages Directory, *GoLive!* which searches local *Name* listings, *Category* listings and provides extended search results, maps, SMS messages, banner ads, and more! "We are so thrilled that so many publishers are testing and using MagicCarpet Mobile for mobile phone directory publishing around the globe, in the USA, Canada, Brunei, Thailand, in China, starting soon in Antigua," reported Mintle. "Mobile Phone Yellow Page Directories offer a nice free alternative to directory assistance toll calls for consumers and provide the truest sense of local targeted search results to consumers who are mobile and more able to make a purchasing decision, and take action. This is the next step in the evolution of YP directories," Mintle concluded.

About Yellow Magic Incorporated

Yellow Magic Incorporated is an international software developer for Publishers of Yellow Pages and Directories. Yellow Magic's suite of software programs include complete business management and directory publishing software components which help reduce costs, errors, and overtime, while improving quality and increasing productivity and revenue. They allow longer sales canvasses and shorter production cycles. Component programs include sales management, data verification, contract entry, free listing management, ad tracking, management reports, commissions, billing, collections, font management, pagination, distribution and more for both printed and electronic directories (CD-ROM, Internet and Mobile). YM's customers have published directories in over 45 countries using 19 different languages and range from small publishers to some of the largest publishers in the world.

For Release 10 a.m. PT, April 15, 2008

Yellow Magic is headquartered in Murrieta, CA USA with several regional offices around the globe.
www.YellowMagic.com



MagicCarpet Mobile

Mobile Directories