



## Media Release

### For immediate release

#### **SPH partners Yellow Pages Singapore to Proliferate ZapCode™**

Singapore, 20 May 2008 - Come September 2008, 1.4 million households and businesses in Singapore will receive their new 2008/2009 edition of Yellow Pages Buying Guide. But instead of just the black text on the yellow pages, users of the directory will be greeted with many of the colourful ZapCode™ images.

ZapCode™ is a digital marketing platform launched by SPH NewMedia Ltd, a fully owned subsidiary of Singapore Press Holdings Ltd (SPH). SPH NewMedia Ltd & Yellow Pages (Singapore) Limited have entered into a strategic alliance to provide value-added services to advertisers.

In January 2007, SPH NewMedia Pte Ltd signed an agreement with ColorZip SEA Pte Ltd, the company which holds the rights to this patented technology, to become its master distributor and licensee in Singapore.

ColorZip's patented ColorCode™ Technology is currently widely used in Japan and Korea and in Singapore under SPH NewMedia's branding, ZapCode™.

ZapCode™ allows users to access almost any kind of content from the internet onto their mobile phones. To enable this technology, a mobile phone user can easily download free software developed by ColorZip known as ColorCam™ into his mobile phone. The phone is then transformed into a scanning device used to read the code; content is not limited to text but can include music, images, videos, coupons, etc. which be linked to the code by a URL and the content is then transferred back to the phone user. The content associated with a code can be changed at any time making it a truly versatile medium.

“Advertisers are seeking different platforms from which to connect to their customers, and we want to present ZapCode™ as a versatile communication and marketing tool for them. The code can be placed on any medium, from posters to T-shirts to websites. It presents a cost-effective tool for advertisers to get their message across,” explained Mr. Leslie Fong, Senior Executive Vice President of SPH's Marketing Division.

His view is shared by Mr. Danny Chow, Chief Executive Officer of Yellow Pages (Singapore) Limited: "This breakthrough partnership between two of Singapore's leading publishers is aimed at propagating the use of ZapCode™ and bringing value-added solutions to businesses and consumers. We are confident that ZapCode™ can bring optimized reach and exposure to our valued advertisers and would encourage Singaporeans to discover the benefits of 'Zapping' anytime, anywhere, to enjoy the latest promotions offered by advertisers.”

“Spearheaded by SPH in early 2007, ZapCode™ has found a broad acceptance amongst mobile phone users (consumers). We have reached over 440,000 ColorCam™ enabled users within the first 12 months of operations and the numbers are steadily climbing thanks to strategic alliances such as the agreement between ColorZip South East Asia and Sony Ericsson who are preloading ColorCam™ in every mobile phone which is sold through Singtel, Starhub and M1. The take up rate is faster than many expected and exceeds that of SMS when it was first introduced” comments Andre Monza, CEO of ColorZip SEA.

“By having Yellow Pages Singapore on board with a massive reach into 1.4 million households and businesses the ZapCode™ eco system has been boosted in a very significant way; not to mention the reach Yellow Pages will achieve with its specialized directories which will add to this already substantial figure. Our goal to achieve ubiquity is now within reach” added Mr Monza.

Currently, promotions featuring ZapCodes are frequently seen in newspapers, magazines, movie theatres, Amex Selects dining booklets etc. They will also soon appear in bills, websites, schools, shopping centres, pubs, etc. as the SPH marketing team works to proliferate ZapCode™.

As advertisers become more sophisticated in terms of their media options, digital marketing is set to become more popular as it offers the much needed ROI desired by the brand owners. For example, a “Zap” report capturing the zapper’s profile can be produced for the advertiser after a campaign. ZapCode™ has been used successfully to complement advertising campaigns by Performance Motors Ltd for BMW, Triumph International, American Express, Singapore Airlines, Diageo for its Johnnie Walker brand, and M1, to name a few.

ZapCode™ not only increases interactivity between advertisers and consumers, it also offers the flexibility of updating corporate information, offers and promotions instantaneously, thus increasing the relevance of their display advertisement in the Yellow Pages.

There are currently 198 mobile phone models compatible with the ColorCam™ software in Singapore.

**Issued by:**

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#### About SPH NewMedia Pte Ltd

SPH NewMedia Pte Ltd, a subsidiary of Singapore Press Holdings Limited, is the master distributor and licensee of the ZapCode™ technology in Singapore. ZapCode™ is essentially a colourful, high-tech advance over the familiar black and white barcode. Users need only to point the camera on their mobile phones at a ZapCode™ icon and click. The free award-winning software then reads and deciphers the ZapCode™ and triggers the sending of data back to the device.

#### About Singapore Press Holdings Ltd

### **Newspapers and Magazines**

Main board-listed Singapore Press Holdings Ltd (SPH) is the leading media company in Singapore, delivering news and information through print, Internet and broadcasting platforms. In Singapore, it publishes 14 newspapers in four languages. Every day, 2.9 million individuals or 81 percent of people above 15 years old, read one of SPH's news publications. SPH also publishes and produces more than 100 magazine titles in Singapore and the region, covering a broad range of interests from lifestyle to information technology.

#### About Yellow Pages (Singapore) Limited

Established in 1967, Yellow Pages (Singapore) Limited is the largest publisher of directories and provider of classified directory advertising and associated products and services in Singapore. We maintain, develop and update extensive classified databases of information on businesses, the core of which are small and medium-sized enterprises in Singapore.

The Company's principal activities are in the sale of advertising in, and the preparation and publication of, classified directories that connect businesses to businesses (B2B) and businesses to consumers (B2C) on four platforms – print, internet, mobile and voice. The Group's Internet Yellow Pages (IYP) is the most comprehensive online directory search site in Singapore and was ranked as the #1 website in the Business and Finance category – Business Directories in the Hitwise Singapore Online Performance Awards Programme in 2006 and 2007.

The Group was listed on SGX-ST on 9 December 2004.

About ColorZip South East Asia Pte. Ltd.

ColorZip™ SEA and ColorZip™ Media are the developers and sole proprietors of ColorCode™ Technology, the most exciting mobile content delivery and management system ever imagined. ColorCode™ Technology is the only patented technology in the world that allows mobile phones and PDAs to read color coded images and instantly download music, images and data from a server.

ColorCode™ Technology uses ColorCam™; uniquely designed software developed for mobile devices which enables the decoding of ColorCode's™.