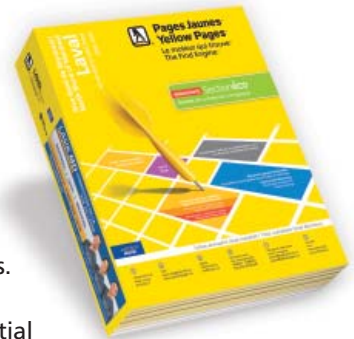


Our Environmental Commitment

Our Directories

- Paper**
 - Our paper is composed of a blend of post-consumer fibre and thermo-mechanical pulp (residual wood chips).
 - It is sourced from Canadian suppliers (AbitibiBowater and Catalyst Paper) who ensure that fibre comes from well-managed forests and that our paper is certified Elemental Chlorine Free.
- Ink**
 - Only vegetable-based inks are used in the production of our directories.
- Reduction**
 - YPG continues to search for opportunities to produce and deliver our products in the most efficient manner. For example, we deliver residential directories every 24 months instead of every 12 months in certain large urban markets: Quebec City, Montreal, Ottawa, and Toronto.
- Recycling**
 - We work with municipalities and businesses to encourage recycling across Canada.
 - We are a member of several provincial recycling organizations.
 - YPG directories are entirely recyclable and our goal is to maximize their recovery rate.
- EcoFinder**
 - In 2008, we are introducing a new directory section aimed at bringing together eco-friendly sellers and eco-conscious buyers.
 - The EcoFinder will be introduced as part of five pilot projects: Laval, Quebec; Montreal, Quebec; York, Ontario; Burnaby, B-C; and Vancouver, B-C.



Our Other Ways to Find

- We are committed to harnessing the latest technologies to make our content accessible and easy to find.



Web
www.YellowPages.ca



Mobile
mobile.YP.ca



Text messaging-SMS
YELLOW (935569)



Instant messaging
poynt@YellowPages.ca



Print
Local Directory



YellowPages.ca™



Canada411.ca™

Our Offices

- We have developed internal recycling programs for paper, plastic, glass, aluminium cans, batteries, cell phones, and ink cartridges.
- Our head office in Montreal has obtained RECYC-QUÉBEC's *Ici on recycle* level 2 designation.

Our Community Involvement

- We are developing relationships with local NGOs, associations and communities to continuously improve our environmental programs.
- We are the lead sponsor of Montreal's *Salon de l'environnement*.

Continuous Improvement

- We are conducting a greenhouse gas emissions inventory in 2008.
- We will continue to develop new recycling initiatives in the hopes of obtaining RECYC-QUÉBEC's *Ici on recycle* level 3 designation.

Responsible Consumption in Canada

Consumers

- **30%** of Canadians agreed that the environment is by far the most important issue facing Canada today.¹
- **83%** of Canadians believe that they can personally do something to reduce the impacts of climate change.²
- A large number of Canadians have changed their behaviour in the past year because of their concerns for the environment:
 - **81%** have reduced waste and garbage in their homes;
 - **78%** have reduced their home energy use;
 - **65%** have reduced their use of vehicle;
 - **47%** have chosen to avoid air travel to minimize their emissions;
 - **34%** have increased their use of public transit;
 - **26%** have tried alternative fuels.³
- Canadian consumers expect to double their spending on green products and services within the next year, totalling \$55 billion in 2008.⁴

Companies and NGOs

- More than **70%** of small businesses in Canada have introduced or expanded recycling programs and have implemented energy conservation initiatives. One third of these companies have begun using environmentally friendly products.⁵
- In Canada, **76%** of government agencies, **64%** of not-for-profit organizations and **50%** of businesses have a green purchasing policy.⁶
- An overwhelming **91%** of government agencies, businesses and non-profit organizations stated that they consider green factors at least occasionally when making purchasing decisions.⁷



Green Habits in Quebec

- A significant number of Quebecers have changed their behaviour in the past year because of their concerns for the environment:
 - **93%** recycle newspapers and other circulars;
 - **93%** turn off their engines while waiting;
 - **89%** recycle their telephone directories;⁸
 - **83%** turn off the water while brushing their teeth or showering;
 - **55%** bring their own reusable bags to the supermarket.⁹
- **60%** of entrepreneurs in Quebec are ready to make necessary changes within their business to ensure long-term sustainability.¹⁰
- **42%** of Quebecers believe that global warming is the most important issue facing the planet compared to a national average of **32%**.¹¹
- **89%** of Quebecers support the **6%** reduction of greenhouse gas emissions by 2012 even though it requires major efforts by the population and **69%** are ready to take action to reduce pollution.¹²

¹ Harris/Decima poll, August 2007, ² Ibid, ³ Ibid, ⁴ Green Brands2.5 survey, ⁵ CFIB Point of View – Energy and Environment Survey, March 2007, ⁶ EcoMarkets 2007 study conducted by Terra Choice, ⁷ Ibid, ⁸ Harris/Decima poll, February 2008, ⁹ Ad hoc research survey, October 2007, ¹⁰ Vision Durable, May 2007, ¹¹ Le mythe du Québec vert, François Cardinal, ¹² Vision Durable, February 2006



TerraChoice Environmental Marketing is North America's premiere environmental marketing agency. As a science-based marketing firm, TerraChoice helps clients convert genuine environmental leadership into winning strategy, communications, and positioning.

TerraChoice's key service offerings include environmental marketing, providing strategic sustainability consulting, greening of operations and supply chains, and market research.

<p>Consulting</p>	<p>The TerraChoice consulting practice helps customers convert environmental value into winning and profitable strategy, communication, and positioning. The service offering includes, but is not limited to:</p> <ul style="list-style-type: none"> • marketing strategy • marketing communications • green procurement • environment and trade policy • environmental market instruments • eco-labeling • product design and development
<p>EcoLogo^M</p>	<p>EcoLogo^M is North America's leading multi-attribute environmental label. More than a symbol, EcoLogo^M is a marketing program aimed at building market share for the world's most sustainable products and services.</p> <p>By providing third-party scientific credibility, to more than 7,000 products under 120 categories, validation products build the trust you need in a skeptical marketplace.</p>
	<p>EcoMarketsTM is a market research product of TerraChoice Environmental Marketing. By regularly reaching out to an exclusive panel of North American procurement experts, key factors driving purchasing decisions, as well as real-time patterns and trends in environmentally-preferable purchasing and supply chain management in both business-to-business (B2B) and business-to-government (B2G) contexts are identified.</p> <p>EcoMarketsTM provides essential product and sector-specific market intelligence to TerraChoice clients by designing and delivering customized research studies and expert analyses to meet client-specific needs.</p>
	<p>In an effort to describe, understand, and quantify the growth of greenwashing – false or misleading green marketing claims, TerraChoice conducted a survey of six category-leading big box stores. 1,018 consumer products bearing 1,753 environmental claims were identified. Of the 1,018 products examined, all but one made claims that were demonstrably false or that risk misleading intended audiences.</p>