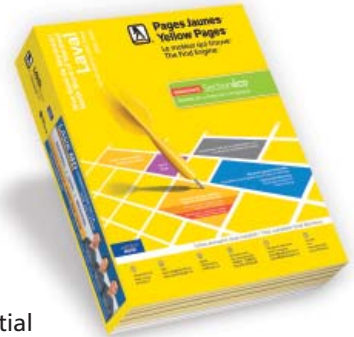


# Our Environmental Commitment

## 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**
  - Vegetable-based inks are used in the production of our directories.
- Reduction**
  - We continue 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**
  - Our directories are entirely recyclable and our goal is to maximize their recovery rate.
  - We work with municipalities and businesses to encourage recycling across Canada.
  - We are a member of the Provincial Recycling Councils in Ontario, Alberta, and British Columbia.
  - We are a steward in Quebec with Éco Entreprises Québec, in Ontario with Stewardship Ontario and in Manitoba with Multi-Material Stewardship Manitoba.
  - We offer complimentary advertising space to certain recycling organizations to enable them to promote their recycling initiatives to consumers.
- ecoFinder**
  - In 2008, we are introducing a new section in our Yellow Pages™ directory aimed at bringing together eco-friendly sellers and eco-conscious buyers.
  - The ecoFinder will be introduced as part of six pilot projects: Burnaby, B-C; Vancouver, B-C; Ottawa, Ontario; York, Ontario; Laval, Quebec et Montreal, Quebec.



## Our Other Ways to Find

- We are committed to harnessing the latest technologies to make our content accessible and easy to find for all Canadians.
- We provide a variety of digital directory options, including Canada's most visited online directories: YellowPages.ca™ and Canada411.ca. Our content is also available through mobile devices (mobile.yip.ca), text messaging (YELLOW) and instant messaging (poynt@yellowpages.ca).



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, cell phones, batteries, and ink cartridges in our various offices across Canada.

## Our Community Involvement

- We are developing relationships with local non governmental organization, selected associations and communities to continuously improve our environmental programs.

## Continuous Improvement

- We are conducting a greenhouse gas emissions inventory.