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## AT&T Interactive and Idearc Media Enter Cross Distribution Agreement

The joint effort to provide advertisers with additional online exposure

GLENDALE, Calif. and DALLAS, Jan. 22 /PRNewswire-FirstCall/ -- AT&T Interactive and Idearc Media LLC today announced that they have entered into a cross distribution agreement that will give YELLOWPAGES.COM advertisers and SUPERPAGES.COM advertisers the opportunity for additional online placements on two leading local search Web sites.

The agreement adds significant value to advertisers by extending their reach to consumers and increasing the ability to generate quality customer leads. YELLOWPAGES.COM and SUPERPAGES.COM will now also have the opportunity to share business profiles and other enhanced content from each other's advertisers providing consumers access to more comprehensive and relevant information.

"Cross distribution of advertisers across YELLOWPAGES.COM and SUPERPAGES.COM creates even greater value for each company's advertisers," said David Krantz, president and CEO of AT&T Interactive. "Ad networks and distribution are critical elements for digital advertising. Extending our local search ad network through this agreement helps us to connect advertisers with more consumers."

While advertisers now have the opportunity to be cross-distributed on both leading Web sites, AT&T Interactive and Idearc Media will each continue to sell their respective YELLOWPAGES.COM and SUPERPAGES.COM advertising products directly.

"The goal of local search has always been to provide consumers with relevant advertising choices and together, both companies are taking this to the next level by generating more traffic and quality leads creating tremendous value for our advertisers," said Briggs Ferguson, Internet president at Idearc Media.

**About AT&T Interactive**

AT&T Interactive, a subsidiary of AT&T Inc., is an industry leader in creating local search products and services that empower consumers to find and connect with businesses across the devices and interactive platforms they use most -- including online, mobile, and TV. Formed in 2005 and renamed in 2008, AT&T Interactive develops, manages and delivers all online and mobile advertising products for AT&T -- including its flagship property <http://www.yellowpages.com>.

**About AT&T**

AT&T Inc. (NYSE: **T**) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services, the nation's fastest **3G network** and the best wireless coverage worldwide, and the nation's leading high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of their three-screen integration strategy, AT&T operating companies are expanding their TV entertainment offerings. In 2008, AT&T again ranked No. 1 in the telecommunications industry on FORTUNE(R) magazine's lists of the World's Most Admired Companies and America's Most Admired Companies. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

**About Idearc Inc.**

Idearc Inc. (OTC: IDAR) (<http://www.idearc.com/>) delivers products on multiple platforms to help consumers find the information they want, wherever they are. Idearc's multi-platform of advertising solutions includes Superpages.com(R) (<http://www.superpages.com/>), Superpages Mobile(SM) (<http://www.superpages.com/mobile/>), Superpages Mobile (SM) for BlackBerry(R) (<http://www.superpages.com/mobile/>), Switchboard.com (<http://www.switchboard.com/>), LocalSearch.com(SM) (<http://www.localsearch.com/>), Verizon(R) Yellow Pages (<http://www.idearcmedia.com/>),

Verizon(R) White Pages, smaller-sized portable Verizon(R) Yellow Pages Companion Directories (<http://www.idearcmedia.com/>), FairPoint(R) Yellow Pages, FairPoint(R) White Pages, FairPoint(R) Yellow Pages Companion Directories, and Solutions on the Move(TM) and Solutions Direct(TM) (<http://www.idearcmedia.com/products/other/directmail.jsp>) direct mail packages. For more information, visit <http://www.idearc.com>.

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