



For Immediate Release

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## **Idearc Media Offers Competitive Advantage with Debut of Search Marketing Services at Search Engine Strategies Conference & Expo, April 10-13**

**Michael Sack, Director of Search Engine Marketing Technology and Development, Speaks on “Converting Visitors Into Buyers” Panel**

**DALLAS** – Idearc Media Corp., publisher of the Verizon Yellow Pages and home to Superpages.com®, today debuts its Search Marketing Services in-house search engine marketing firm at Search Engine Strategies Conference & Expo this week in New York City, New York. To learn more, visit <http://sms.idearcmedia.com> or the Search Marketing Services team at booth # 1108 at the Search Engine Strategies conference exhibit hall.

“Through years of experience, we have pioneered cutting-edge search engine technologies resulting in industry best practices. This gives us a competitive advantage, allowing us to provide more value to the market place and enables us to more efficiently manage industry-leading Internet advertising programs,” said Eric Chandler, President-Internet for Idearc Media. “Advertisers should consider us an extension of their in-house marketing teams because our focus is to achieve measurable results for them. As an Internet yellow pages provider, we have something that most search firms don’t – longstanding relationships with local advertisers. That’s appealing to advertisers looking to tap into the local small business market.”

Idearc Media’s Search Marketing Services provides advertisers a team of experts and a full portfolio of professional services that use proprietary technology and expertise to design, deploy and optimize search marketing campaigns. Search Marketing Services capabilities include Pay-Per-Click campaign design and management, Search Engine Optimization reviews and recommendations, Search Engine paid inclusion, price comparison and shopping engine feed optimization and management, as well as multi-dimensional Pay-Per-Click analytics and reporting.

“Our highly skilled search experts are proficient in both the use of the technology and in campaign and keyword optimization,” said Chandler. “We help advertisers drive the right traffic at the right price for the most effective return on investment.”

In addition, Michael Sack, Director of Search Engine Marketing technology and development, will speak on the “Converting Visitors into Buyers” panel on Wednesday, April 11, from 1:30 p.m. to 2:45 p.m. The panel will discuss converting visitors into customers who make

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purchases, and will examine Web sites to improve visitor conversion. Sack, an eight-year search marketing industry veteran, helped Inceptor Inc. develop technology used to support paid search advertising, including tools to measure conversion and improve return on investment. Idearc Media acquired the assets of Inceptor Inc. last year and has integrated Inceptor's Search Marketing Services into its online portfolio.

Idearc Media, the official publisher of Verizon print directories, is a multi-platform media company whose product and services also include Superpages.com®, Superpages Mobile<sup>SM</sup>, Solutions At Hand<sup>TM</sup> magazine, Solutions Direct<sup>TM</sup> direct mail packages and search marketing services. Idearc Media connects businesses with consumers through a variety of media that reach consumers when they are ready to buy.

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**About Idearc Inc.**

[Idearc Inc.](#) (NYSE:IAR) connects buyers with sellers with its multi-platform of advertising solutions including [Verizon Yellow Pages](#) and smaller-sized portable [Verizon® Yellow Pages Companion Directories](#), [Superpages.com®](#), [Superpages Mobile<sup>SM</sup>](#), [Solutions At Hand<sup>TM</sup>](#) magazine and [Solutions Direct<sup>TM</sup>](#) direct mail packages. Idearc provides sales, publishing and other related services for more than 1,200 distinct directory titles in 35 states and the District of Columbia. Superpages.com, the expert in local search with more than 2.8 billion network searches in 2006 and 18 million businesses in the United States, offers advertisers a variety of [online advertising](#) solutions. Superpages Mobile provides local search functionality for wireless subscribers. For more information, visit [www.idearc.com](http://www.idearc.com).

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