



Contact:

Mary Garrick, SBC PR

614-255-2861

mgarrick@sbcadvertising.com

For Immediate Release

Hawaiian Telcom Yellow Pages Challenges Oahu Residents to Use the Best, Recycle the Rest
Think Yellow, Go Green Kicks off Directory Recycling Program

HONOLULU, Hawaii (Jan. 14, 2010) – Berry and Hawaiian Telcom Yellow Pages are once again challenging Oahu residents to *Think Yellow, Go Green* (TYGG) to reduce their carbon footprint. Friday, Jan. 15, 2010, marks the kickoff of the annual yellow pages directory recycling program that will continue for five consecutive weekends until Sunday, Feb. 14, 2010.

"We were blown away by the 90 tons of recycled directories last year," said Nelia Visitacion, field marketing manager for HYP Media, publisher of Hawaiian Telcom Yellow Pages. "But we want to set the bar higher and we know Oahu residents can step up to make this year an even greater success."

Last year's total recycled directories, if lined up end to end, would stretch the total distance from Honolulu to Maui. Hawaiian Telcom Yellow Pages plans to exceed last year's total of 90 tons to ensure all outdated directories are recycled into usable goods.

"Hawaiian Telcom Yellow Pages contain 40 percent post-consumer materials and are 100 percent recyclable," said Visitacion. "However, if a phone book is not recycled properly, 100 percent of it will remain in a landfill forever. The *Think Yellow, Go Green* program not only encourages proper recycling, but also produces local products to be used on the island."

With the recent distribution of the new Hawaiian Telcom Yellow Pages directories, Oahu residents can recycle outdated directories, including those from other publishers, at participating drop-off locations Fridays through Sundays from 10:00 a.m. to 4:00 p.m. beginning Jan. 15. Drop-offs are located at Ward Centers, Windward Mall, Waikele Premium Outlets and Kahala Mall.

For the second year, the Lokahi Giving Project, a non-profit organization affiliated with KHON-TV, has partnered with the *Think Yellow, Go Green* program.

"This program supports everything our project believes in," said Mariellen Jones, executive director of the Lokahi Giving Project. "Coming together as a community to build a cleaner environment creates a happier society for everyone."

Volunteers from the Lokahi Giving Project will be staffing all drop-off locations and available for questions or assistance with recycling directories.



"We want to make recycling as easy as possible," said Visitacion. "However, all directory recycling must be done during this five-week time period."

At the close of the program on February 14, 2010, the recycled directories will be transported to Island Shell LLC, a local recycling plant, with the help of All Rolloff Services, specialists in waste management solutions on Oahu. The directories will be converted into environmentally safe products including materials for vehicle oil change kits, mulch and wall insulation products. The products are then sold and used locally, ensuring the TYGG program mission is supported on each island from start to finish.

To be green and stay green, Hawaiian Telcom Yellow Pages offers a program called *Yellow Pages Your Way*. The program offers consumers a custom solution that best meets their needs with a choice between print and digital directories. Consumers can opt out of print directories and choose a CD or electronic downloadable directory. Visit HTYellowPages.com for more information.

OAHU THINK YELLOW, GO GREEN PROGRAM SCHEDULE:

Time: 10:00 a.m. – 4:00 p.m.

Dates: Friday, Jan. 15 - Sunday, Jan. 17
Friday, Jan. 22 - Sunday, Jan. 24
Friday, Jan. 29 - Sunday, Jan. 31
Friday, Feb. 5 - Sunday, Feb. 7
Friday, Feb. 12 - Sunday, Feb. 14

DROP OFF LOCATIONS

Ward Centers

1200 Ala Moana Blvd.
Honolulu, Hawaii 96814

*The container will be located next to the Trolley Stop on Auahi Street, outside of Pictures Plus.

Windward Mall

46-056 Kamehameha Highway
Kaneohe, Hawaii 96744

*The container will be located on Haiku Road near the Kamehameha Highway intersection, on the corner of the lot between Macy's and Sears.

Waikele Premium Outlets

94-790 Lumiaina Street
Waipahu, Hawaii 96797

*The container will be located to the left of the entrance to the Outlets.



Kahala Mall
4211 Waialae Avenue, Suite 33
Honolulu, Hawaii 96816

*The container will be located next to the Trolley Stop on Kilauea Ave., across from Macy's.

For a list of participating drop-off locations or to find more information on Hawaiian Telcom Yellow Pages and the recycling program, visit HTYellowPages.com or ThinkYellowGoGreen.com.

ABOUT HYP MEDIA FINANCE: HYP Media Finance LLC is a wholly owned, indirect subsidiary of Local Insight Media Holdings, Inc., which through its operating subsidiaries and affiliates provides lead-generating directory and local search solutions for approximately 340,000 businesses in the U.S. and the Caribbean. The Local Insight Media group owns and operates six yellow pages and local search companies, including The Berry Company LLC, which it acquired in April 2008. Now the fifth-largest directory publisher in the United States, the Local Insight Media group provides print and online directories in 42 states, Puerto Rico and the Dominican Republic, generating approximately \$700 million in 2008 pro forma annual revenue. It is also the largest provider of outsourced directory services to incumbent telephone companies in the United States. For more information, please see www.localinsightmedia.com.

###