



SMALL BUSINESS ADVISORY

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WHAT: In response to recent customer service inquiries, Hawaiian Telcom Yellow Pages is encouraging small business owners to be on alert for a company that is approaching Hawaiian Telcom Yellow Pages customers using a deceptively similar name, HawaiianTel YP. That company has been contacting small businesses in Hawaii and following up with falsified invoices for continued service. Customers are being directed to a Web site, www.HawaiianTel-YP.com, that is unrelated to Hawaiian Telcom Yellow Pages' Web site, www.HTYellowPages.com.

HawaiianTel YP is not affiliated with Hawaiian Telcom or Hawaiian Telcom Yellow Pages. Hawaiian Telcom Yellow Pages customers should treat any phone calls or e-mails coming from HawaiianTel YP with extreme caution. We advise customers to be vigilant about protecting their personal information to avoid fraud. Customers are urged to report any suspicious phone calls immediately to our Customer Service department at 808-591-7500 or 866-813-0745. Concerns can also be emailed to customer.relations@theberrycompany.com. Customers may also report any suspicious calls to the Hawaii Department of Commerce and Consumer Affairs, Office of Consumer Protection (www.hawaii.gov/dcca/ocp).

Additional information on how to recognize false invoices can be found by visiting the Yellow Pages Association Web site at www.ypassociation.org.

INQUIRIES: For more information about this alert, please contact Nelia Visitacion at 808-591-7430 or Pat Nichols at 303-867-1651.

ABOUT HAWAIIAN TELCOM YELLOW PAGES: The Hawaiian Telcom Yellow Pages is published by HYP Media Finance LLC, 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.

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