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For Immediate Release

Neighbor Island Schools Hope to Achieve Yellow Pages Directory Recycling Success Students Invited to Participate in Hawaiian Telcom Yellow Pages' Annual Recycling Competition

HONOLULU, Hawaii. (May 8, 2009) – HYP Media LLC, publisher of Hawaiian Telcom Yellow Pages (HTYP) directories are once again going green with help from local schools. On the heels of Oahu's successful program, where more than 90 tons of old directories were recycled, HYP Media is pleased to announce the kickoff of the annual yellow pages recycling competition between public and private schools on the islands of Hawaii, Kauai, Lanai, Maui and Molokai.

With distribution of the new HT Yellow Pages scheduled for mid-May, it's the perfect time for the community to recycle their outdated directories at participating schools throughout the respective islands. Throughout May directories will be accepted at Garden Isle Disposal on Kauai, Orchid Island Rubbish and Recycling on Hawaii Island, Maui Disposal on Maui, Makoa Trucking on Molokai and at local schools Lanai.

At the close of the competition on May 30, 2009, the recycled directories will be shipped to Island Shell in Honolulu where they will be processed. The directories will be converted into oil-absorbent materials and used to manufacture home insulation and mulch for local companies such as Green Lava Hydro-Mulch and InCide Pest Control Cellulose Insulation.

Much like last year, students not only have the opportunity to recycle their island's old telephone books, but also have the chance to win cash prizes for their respective school as a result of these collection efforts. Schools on Kauai, Hawaii, and Maui Islands that collect the most directories per student will be awarded a cash prize of \$700 for first place, \$500 for second place, \$300 for third place, \$200 for fourth place, and fifth place will win \$100. The top schools on Molokai Island have the opportunity to earn \$400 for first place, \$200 for second place, \$100 for third place and the school on Lanai will be awarded \$250 for participation in this year's program.

"We were pleased with the student's dedication during last year's competition and hope they will continue to give a helping hand this year," said Nelia Visitacion, field marketing manager for HYP Media.



"We'd like to challenge the students to recycle more outdated directories and make this year's recycling program an even bigger success."

For a list of participating schools or to find out more about Hawaiian Telcom Yellow Pages and the recycling program, visit www.htyellowpages.com or www.ThinkYellowGoGreen.com.

About HYP Media

HYP Media LLC is a wholly owned subsidiary of Local Insight Media Holdings, Inc., which through its operating subsidiaries and affiliate companies 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 seven 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 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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