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For Immediate Release

Lexington Community Invited to Participate in "Think Yellow, Go Green" Recycling Initiative
Yellow Pages Go Green with First Annual Recycling Program

LEXINGTON, Ky. (April 21, 2009) – A healthy, clean environment is everyone's responsibility. That's why Local Insight Yellow Pages, the official publisher of the Windstream Yellow Pages directories, are going green and kicking off the first annual "Lexington Recycles – Think Yellow Go Green" campaign with the help of the Lexington community. The only phone directory recycling program in Lexington, the month-long initiative encourages residents to recycle their outdated and extra phone directories.

Beginning April 15, 2009, directories will be accepted at Carver, Castlewood, Dunbar, Kenwick, William Wells Brown and Winburn Community Centers and the Boy Scouts of America Blue Grass Council headquarters. Directories can also be recycled through the local Boy Scouts of America. Local Blue Grass troops will be collecting directories to fulfill requirements toward qualification for the World Conservation Award, while learning the importance of recycling for a cleaner environment.

"Lexington has been recognized over the last several years for our efforts to protect the environment and preserve our natural resources," said Ben Montgomery, owner of Montgomery Recycling. "Recycling reduces waste, increases landfill space, saves energy and strengthens the economy. We hope the Lexington community continues to lend a hand toward our recycling efforts."

Lexington residents can contribute in a variety of ways. "Think Yellow, Go Green" will hold special collection drives on Saturday, April 18, 2009 and Saturday, April 25, 2009. On April 18, 2009, WLXX-FM will be at Dunbar Community Center from 12 to 2 p.m. On April 25, 2009, WMXL-FM will be at Castlewood Community Center from 12 to 2 p.m. Residents are encouraged arrive early, because the first 200 residents who bring their outdated directories to the drives will receive an eco-friendly shopping bag.

The Windstream Yellow Pages team has partnered with specialty recycler, Montgomery Recycling, in an effort to keep recyclables out of the landfills. Timed with the delivery of the 2009 edition of the Greater Lexington Windstream Yellow Pages, the area's most used and preferred directory, the effort provides the



perfect opportunity for community members to recycle their outdated Windstream Yellow Pages, along with new or outdated directories from other manufacturers.

Because not every recycler accepts every type of paper, directories should be dropped off at the identified collection points or with the Boys Scouts to ensure they're recycled properly.

The program is specific to phone directory recycling, so all other paper materials should be recycled in accordance with local recycling services.

"By recycling the directories, the end product may be used in the future for home insulation, as well as mulch for new grass seeding," said Montgomery. "In most cases, recycled directories are used to create new directories or paper products."

To find out more about Windstream Yellow Pages and the recycling program, visit www.windstreamyellowpages.com.

Company Background

Windstream Yellow Pages directories are published by Local Insight Yellow Pages, Inc., the seventh-largest yellow pages publisher in the United States. Headquartered in Hudson, Ohio, Local Insight Yellow Pages is a leading publisher of print and online directories in rural and certain suburban markets in 35 states located primarily in the Eastern, Midwestern and Southern United States. Local Insight Yellow Pages is the exclusive, "official" publisher of print and online directories for Windstream Corporation, the fifth largest telephone company in the United States.

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