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Montreal Yellow Pages Directories: now two ways to find information!

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Montreal Yellow Pages Directories: now two ways to find information!

The 2-in-1 directory combines the Yellow Pages™ Directory and the Business Alphabetical Pages

Montreal (Québec), September 30, 2004 – A brand new version of Montreal's Yellow Pages™ directory is being delivered to the doors of some one million Montrealers. Now providing two ways to find information, by category and by business name, the Yellow Pages™ directory, the one with the well-known walking fingers logo, remains the ideal search tool when people are ready to make a purchase.

Formerly found in Montreal's residential alphabetical pages, the business listings are an ideal complement to facilitate searches in the Yellow Pages™ Directory. In addition, they cover the entire island of Montreal! "While conducting studies with users, we found that people tend to search in two different ways," pointed out Ezana Raswork, Vice President, Marketing, Yellow Pages Group. "With the combination of all the listings and business ads in one and the same directory, users don't need to look further. The Montreal Yellow Pages directories contain it all! Incidentally, the residential alphabetical pages including government listings will be published in December as usual," he continued.

The addition of the business section to the directory is but one of the innovations found in Montreal's most frequently consulted directory. The 2004-2005 edition of the Yellow Pages™ directory Island of Montreal – Centre and Island of Montreal – East offers a host of new features with a view to optimizing the search experience for users. With more information and more detailed ads, the Yellow Pages™ directory helps users find the information they're looking for.

The "Protégez-Vous" Buying Guide for well-advised consumers

Most directory users are ready to make a purchase when they consult the Yellow Pages™ directory. To help them make better choices, Yellow Pages Group has teamed up with Protégez-Vous magazine to create the new "Protégez-Vous" Buying Guide. Entirely designed by Protégez-Vous, the Buying Guide section offers consumers tips on travel, renovations, insurance, buying a home or a car, etc. "We chose to participate in this project because we believe that the association with Yellow Pages Group allows us to be present in almost every Montreal's household," explained David Clerk, General Manager of Les Éditions Protégez-Vous. He went on to say that "we want directory users to have practical tools to make the best purchasing decision". For over thirty years, Protégez-Vous has been 'the' reference in Québec for consumers.

What to do and see in Montreal: it's all in the Yellow Pages directory!

In addition to the Protégez-Vous Buying Guide, the first few pages of the Yellow Pages™ directory of Montreal Centre and East have been designed to help users keep abreast of the activities taking place in Montreal and the Greater Metropolitan Area. This is possible thanks to the addition of the "Montreal Plus" section, which draws inspiration from the urban Web site www.MontrealPlus.ca, one of the most frequently consulted urban sites in Canada. This section provides information on arts and entertainment. Users will find calendars of events, tourist attractions, sports and recreation offerings, festivals, etc. Whatever the season, there are activities galore!

In addition to featuring a wealth of entertainment information, the Yellow Pages™ Directory contains road and public transportation maps, as well as important numbers such as emergency and essential services numbers.

What is more, in response to the growing popularity of the "Restaurants" category, one of the biggest heading in the Yellow Pages™ directory, the Menu Guide has been enhanced and contains 50 pages of different menus to make choosing restaurants easier.

The arrival of the Yellow Pages™ directory Island of Montreal – Centre and Island of Montreal – East is underscored by a major advertising campaign in the Greater Montreal Area that includes billboard, street and print advertising.

About Yellow Pages Group


Yellow Pages Group is Canada's largest telephone directories publisher and the official publisher of Bell Canada's directories. Yellow Pages Group publishes annually more than 200 print Yellow Pages™ directories and alphabetical pages reaching approximately 70% of the Canadian population. The Company also manages Canada's most visited commercial online directories YellowPages.ca™, Canada411.ca, CanadaTollFree.ca, as well as the CanadaPlus.ca network, a leader in the local city sites market. Information about Yellow Pages Group can be found at www.ypg.com.

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For more information, contact:

Julie Geoffrion
Fleishman-Hillard
Tel: (514) 866-6776 ext. 241

Annie Marsolais
Yellow Pages Group
Tel: (514) 934-4016

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