



PAJAMAS MEDIA™

June 20, 2006

Want a business to call you? Online 'Next Yellow' service offers option

By John Nolan

New York-based DAG Media Inc. (NASDAQ:DAGM) on Monday rolled out Next Yellow, an online advertising directory service that lets consumers enter what they are looking for -- and then pairs those requests with local businesses that contact the consumers.

Consumers who use www.nextyellow.com can limit the number of businesses they want callbacks from about the products or services they seek, said Melody Serafino, company spokeswoman.

The consumers also may specify whether their request is urgent or can wait a day or until next week.

The online venture is new for DAG Media, which has been publishing printed telephone directories for niche markets, along with a yellow-page directory intended for the general population.

DAG Media formed a subsidiary, DAG Interactive Inc., to work with New York-based technology provider Ocean-7 Development Inc. to devise the online system.

It could compete with www.yellowpages.com, the online Yellow Pages service begun in December as a joint venture between BellSouth Corp. (NYSE:BLS) and AT&T Inc. (NYSE:T), the former SBC Communications. The companies bought [yellowpages.com](http://www.yellowpages.com) in November 2004, then revamped it to offer enhanced local advertising content to consumers.

With this service, customers get access to businesses that offer the desired products or services, then contact the businesses themselves.