Form 5500

Department of the Treasury Internal Revenue Service

Department of Labor Employee Benefits Security Administration

Pension Benefit Guaranty Corporation

Signature of DFE

Annual Return/Report of Employee Benefit Plan

This form is required to be filed for employee benefit plans under sections 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA) and sections 6047(e), and 6058(a) of the Internal Revenue Code (the Code).

> ▶ Complete all entries in accordance with the instructions to the Form 5500.

OMB Nos. 1210-0110 1210-0089

2010

					Inspection	JUIC
Part I	Annual Report Iden	tification Information				
For cale	ndar plan year 2010 or fiscal	plan year beginning 01/01/2010		and ending 12/31/2	2010	
A This	return/report is for:	a multiemployer plan;	a multi _l	ole-employer plan; or		
		X a single-employer plan;	a DFE	(specify)		
B This	return/report is:	the first return/report;	the fina	Il return/report;		
		an amended return/report;	a short	plan year return/report (less the	nan 12 months).	
C If the	plan is a collectively-bargaine	ed plan, check here				
D Chec	k box if filing under:	Form 5558;	automa	tic extension;	the DFVC program;	
	3	special extension (enter des	scription)			
Part	II Basic Plan Inform	nation—enter all requested informa				
	ne of plan				1b Three-digit plan	001
WHITEP	AGES INC 401K PLAN				number (PN) ▶	
					1c Effective date of plants of plant	an
2a Plan	enoneor's name and address	s (employer, if for a single-employer	nlan)		2b Employer Identifica	ation
	ress should include room or s		piani		Number (EIN)	ation
WHITEP	PAGES INC	,			91-2056843	
					2c Sponsor's telephone	
					number 206-812-9237	
	H AVENUE		AVENUE		2d Business code (see	
SUITE 1 SEATTL	E, WA 98101	SUITE 16 SEATTLE	i, WA 98101		instructions)	C
					519100	
Caution	: A penalty for the late or in	complete filing of this return/repor	rt will be assesse	d unless reasonable cause i	s established.	
Under pe	enalties of perjury and other p	penalties set forth in the instructions,	I declare that I hav	e examined this return/report,	including accompanying sche	dules,
statements and attachments, as well as the electronic version of this return/report, and to the best of my knowledge and belief, it is true, correct, and complete.						
SIGN HERE	Filed with authorized/valid ele	ectronic signature.	07/26/2011	SUSAN FINCHER		
IILIKE	Signature of plan adminis	trator	Date	Enter name of individual s	igning as plan administrator	
SIGN HERE						
TILIXE	Signature of employer/pla	n sponsor	Date	Enter name of individual s	igning as employer or plan sp	onsor
SIGN						

Date

For Paperwork Reduction Act Notice and OMB Control Numbers, see the instructions for Form 5500.

Form 5500 (2010) v.092307.1

Enter name of individual signing as DFE

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	Plan administrator's name and address (if same as plan sponsor, enter "Same") WHITEPAGES INC			ninistrator's EIN	
SU	1301 5TH AVENUE SUITE 1600 SEATTLE, WA 98101			3c Administrator's telephone number 206-812-9237	
4	If the name and/or EIN of the plan sponsor has changed since the last return the plan number from the last return/report:	n/report filed for this plan, enter the name, EIN	l and	4b EIN	
а	Sponsor's name		-	4c PN	
5	Total number of participants at the beginning of the plan year		5	184	
6	Number of participants as of the end of the plan year (welfare plans complete	e only lines 6a , 6b , 6c , and 6d).			
а	Active participants		. 6a	110	
b	Retired or separated participants receiving benefits		. 6b	0	
С	Other retired or separated participants entitled to future benefits		. 6с	78	
d	Subtotal. Add lines 6a , 6b , and 6c		. 6d	188	
е	Deceased participants whose beneficiaries are receiving or are entitled to re-	ceive benefits	. 6e	0	
f	Total. Add lines 6d and 6e	. 6f	188		
g	Number of participants with account balances as of the end of the plan year				
	complete this item)		. 6g	183	
h	Number of participants that terminated employment during the plan year with less than 100% vested		. 6h	34	
7	Enter the total number of employers obligated to contribute to the plan (only		. 7		
	If the plan provides pension benefits, enter the applicable pension feature con the 2E 2F 2G 2J 2K 2S 2T 3D and the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable pension feature contains the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits, enter the applicable welfare feature codes to the plan provides welfare benefits.				
9a	Plan funding arrangement (check all that apply) (1) Insurance (2) Code section 412(e)(3) insurance contracts (3) Trust (4) General assets of the sponsor	9b Plan benefit arrangement (check all that (1) Insurance (2) Code section 412(e)(3) (3) Trust General assets of the s	insurance	e contracts	
10	Check all applicable boxes in 10a and 10b to indicate which schedules are a		ber attach	ned. (See instructions)	
а	Pension Schedules	b General Schedules			
	(1) R (Retirement Plan Information) (2) MB (Multiemployer Defined Benefit Plan and Certain Money	(1) H (Financial Inform	,	(mall Plan)	
	(2) MB (Multiemployer Defined Benefit Plan and Certain Money Purchase Plan Actuarial Information) - signed by the plan	(2) I (Financial Inform (3) A (Insurance Inform		nnan Flatt)	
	actuary	(4) X C (Service Provide	,	ation)	
	(3) SB (Single-Employer Defined Benefit Plan Actuarial	(5) D (DFE/Participati		,	
	Information) - signed by the plan actuary	(6) G (Financial Trans	•	•	
	·	<u> </u>			

SCHEDULE C (Form 5500)

Department of the Treasury Internal Revenue Service

Department of Labor Employee Benefits Security Administration This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA).

Service Provider Information

File as an attachment to Form 5500.

OMB No. 1210-0110

2010

This Form is Open to Public Inspection.

Pension Benefit Guaranty Corporation	
For calendar plan year 2010 or fiscal plan year beginning 01/01/2010	and ending 12/31/2010
A Name of plan	B Three-digit
WHITEPAGES INC 401K PLAN	plan number (PN)
	production (CC)
C Plan sponsor's name as shown on line 2a of Form 5500	D Employer Identification Number (EIN)
WHITEPAGES INC	91-2056843
Part I Service Provider Information (see instructions)	
You must complete this Part, in accordance with the instructions, to report the inform or more in total compensation (i.e., money or anything else of monetary value) in conplan during the plan year. If a person received only eligible indirect compensation fo answer line 1 but are not required to include that person when completing the remain	nnection with services rendered to the plan or the person's position with the or which the plan received the required disclosures, you are required to
1 Information on Persons Receiving Only Eligible Indirect Compe	ensation
a Check "Yes" or "No" to indicate whether you are excluding a person from the remaind	
indirect compensation for which the plan received the required disclosures (see instru	· · · · · · · · · · · · · · · · · · ·
b If you answered line 1a "Yes," enter the name and EIN or address of each person pr received only eligible indirect compensation. Complete as many entries as needed (s	·
(b) Enter name and EIN or address of person who provided	you disclosures on eligible indirect compensation
FID.INV.INST.OPS.CO.	
04-2647786	
04-2047700	
(b) Enter name and EIN or address of person who provided	vou disclosure on eligible indirect compensation
(2) 2.110. 114.110 4.110 2.11 0.1 444.1000 0.1 potenti ilito provide	you alooloodio on ongloto manoot compensation
(h) Enter years and EIN or address of nears who was ideal.	
(b) Enter name and EIN or address of person who provided	you disclosures on eligible indirect compensation
(b) Enter name and EIN or address of person who provided	you disclosures on eligible indirect compensation

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	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	rect compensation
	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	rect compensation
1	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	rect compensation
	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	rect compensation
	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	rect compensation
	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	rect compensation
	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	irect compensation
	(b) Enter name and EIN or address of person	n who provided you disclosures on eligible indi	irect compensation

answered	f "yes" to line 1a above	e, complete as many e	entries as needed to list ea	r Indirect Compensation ch person receiving, directly or ne plan or their position with the	indirectly, \$5,000 or more in to	otal compensation
		(a) Enter name and EIN or	address (see instructions)		
FIDELITY	INVESTMENTS INSTI	<u> </u>	,	, ,		
04-264778	6					
(b) Service Code(s)	Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0	(h) Did the service provider give you a formula instead of an amount or estimated amount?
64 37 65 60	RECORDKEEPER	325	Yes No 🗌	Yes 🖺 No 🗌	0	Yes No No
	1	(a) Enter name and EIN or	address (see instructions)	,	1
26-431063 (b) Service Code(s)	(c) Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0	(h) Did the service provider give you a formula instead of an amount or estimated amount?
			Yes X No	Yes 🖔 No 📗		Yes X No
		(a) Enter name and EIN or	address (see instructions)		
(b) Service Code(s)	Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0	(h) Did the service provider give you a formula instead of an amount or estimated amount?
			Yes No	Yes No		Yes No

	Schedule C (Form 5500) 2010			Page 4-		
	(a) Enter name and EIN or address (see instructions)					
			a) Enter name and Ent of	address (see instructions)		
(b) Service Code(s)	Relationship to employer, employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0	(h) Did the service provider give you a formula instead of an amount or estimated amount?
			Yes No	Yes No		Yes No
		(a) Enter name and EIN or	address (see instructions)		
(b) Service Code(s)	Relationship to employer, employee organization, or person known to be a party-in-interest	(d) Enter direct compensation paid by the plan. If none, enter -0	(e) Did service provider receive indirect compensation? (sources other than plan or plan sponsor)	(f) Did indirect compensation include eligible indirect compensation, for which the plan received the required disclosures?	Enter total indirect compensation received by service provider excluding eligible indirect compensation for which you answered "Yes" to element (f). If none, enter -0	(h) Did the service provider give you a formula instead of an amount or estimated amount?
			Yes No	Yes No		Yes No
(a) Enter name and EIN or address (see instructions)						
(b) Service Code(s)	(c) Relationship to employer, employee organization, or	Enter direct compensation paid by the plan. If none,	(e) Did service provider receive indirect compensation? (sources	(f) Did indirect compensation include eligible indirect compensation, for which the	Enter total indirect compensation received by service provider excluding	(h) Did the service provider give you a formula instead of

other than plan or plan

sponsor)

Yes No

plan received the required

disclosures?

Yes No

person known to be

a party-in-interest

enter -0-.

eligible indirect

compensation for which you answered "Yes" to element

(f). If none, enter -0-.

an amount or

estimated amount?

Yes No

Part I Service Provider Information (continued)		
3 If you reported on line 2 receipt of indirect compensation, other than eligible indirect competor provides contract administrator, consulting, custodial, investment advisory, investment new questions for (a) each source from whom the service provider received \$1,000 or more in its provider gave you a formula used to determine the indirect compensation instead of an among entries as needed to report the required information for each source.	nanagement, broker, or recordkeepir ndirect compensation and (b) each s	ng services, answer the following ource for whom the service
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0
(d) Enter name and EIN (address) of source of indirect compensation	formula used to determine	compensation, including any e the service provider's eligibility the indirect compensation.
ALL/BERN INTL VAL A - ALLIANCEBERNS	0.25%	<u>'</u>
13-3211780		
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0
(d) Enter name and EIN (address) of source of indirect compensation	formula used to determine	compensation, including any e the service provider's eligibility the indirect compensation.
CALVERT INCOME A - BOSTON FINANCIAL	0.25%	<u> </u>
04-2526037		
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0
(d) Enter name and EIN (address) of source of indirect compensation	formula used to determine	compensation, including any e the service provider's eligibility the indirect compensation.
CALVERT LG CAP GTH A - BOSTON FINAN	0.25%	

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Schedule C (Form 5500) 2010

04-2526037

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Part I Service Provider Information (continued)		
3 If you reported on line 2 receipt of indirect compensation, other than eligible indirect comport or provides contract administrator, consulting, custodial, investment advisory, investment questions for (a) each source from whom the service provider received \$1,000 or more in provider gave you a formula used to determine the indirect compensation instead of an amany entries as needed to report the required information for each source.	t management, broker, or recordkeepir n indirect compensation and (b) each s	ng services, answer the following ource for whom the service
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0
(d) Enter name and EIN (address) of source of indirect compensation	formula used to determin	compensation, including any e the service provider's eligibility the indirect compensation.
HTFD INTL OPPS R4 - CI HICC CORP P.O. BOX 4739 HOUSTON, TX 77210	0.25%	
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0
(d) Enter name and EIN (address) of source of indirect compensation		compensation, including any e the service provider's eligibility

INVS EQL WT S&P500 A - INVESCO TRIM

P.O. BOX 4739
HOUSTON, TX 77210

(a) Enter service provider name as it appears on line 2

(b) Service Codes (see instructions)

(c) Enter amount of indirect compensation

(d) Enter name and EIN (address) of source of indirect compensation

(e) Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.

0.35%

P.O. BOX 4739 HOUSTON, TX 77210

INVS SPECIAL VAL A - INVESCO TRIMAR

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Part I Service Provider Information (continued)

3 If you reported on line 2 receipt of indirect compensation, other than eligible indirect compensation, by a service provider, and the service provider is a fiduciary or provides contract administrator, consulting, custodial, investment advisory, investment management, broker, or recordkeeping services, answer the following questions for (a) each source from whom the service provider received \$1,000 or more in indirect compensation and (b) each source for whom the service provider gave you a formula used to determine the indirect compensation instead of an amount or estimated amount of the indirect compensation. Complete as many entries as needed to report the required information for each source.

many chance at heretare to report the required information for each course.		
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0
(d) Enter name and EIN (address) of source of indirect compensation	formula used to determing for or the amount of	compensation, including any ethe service provider's eligibility the indirect compensation.
IVK GRTH & INC A - INVESCO TRIMARK P.O. BOX 4739 HOUSTON, TX 77210	0.35%	
(a) Enter service provider name as it appears on line 2	(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY INVESTMENTS INSTITUTIONAL	60	0
(d) Enter name and EIN (address) of source of indirect compensation	formula used to determine	compensation, including any e the service provider's eligibility the indirect compensation.
IVK SMALL CAP VAL A - INVESCO TRIMA P.O. BOX 4739 HOUSTON, TX 77210	0.35%	
(a) Enter service provider name as it appears on line 2	(b) Service Codes	(c) Enter amount of indirect
FIDELITY INVESTMENTS INSTITUTIONAL	(see instructions)	compensation 0
(d) Enter name and EIN (address) of source of indirect compensation	formula used to determin	compensation, including any e the service provider's eligibility the indirect compensation.
MS MID CAP GROWTH A - MORGAN STANLE	0.25%	·
22-3458456		
	<u> </u>	

	Schedule C (Form 5500) 2010	Page 5-		
Part I	Service Provider Information (continued)			
or provi questio provide	eported on line 2 receipt of indirect compensation, other than eligible in ides contract administrator, consulting, custodial, investment advisory, ns for (a) each source from whom the service provider received \$1,000 or gave you a formula used to determine the indirect compensation instentries as needed to report the required information for each source.	investment manageme o or more in indirect co	ent, broker, or recordkeepirompensation and (b) each s	ng services, answer the following ource for whom the service
	(a) Enter service provider name as it appears on line 2		(b) Service Codes (see instructions)	(c) Enter amount of indirect compensation
FIDELITY	INVESTMENTS INSTITUTIONAL	60	0	0
	(d) Enter name and EIN (address) of source of indirect compens	sation	formula used to determin	compensation, including any e the service provider's eligibility the indirect compensation.
PIM LOW	DURATION A - BOSTON FINANCI	0.	.25%	
04-252603	37			
	(a) Enter service provider name as it appears on line 2		(b) Service Codes (see instructions)	(C) Enter amount of indirect compensation
MORGAN	STANLEY SMITH BARNEY LLC	99	9	0
	(d) Enter name and EIN (address) of source of indirect compens	sation	formula used to determin	compensation, including any e the service provider's eligibility the indirect compensation.
INVESCO	11 GREENWAY PLAZA SUITE 100 HOUSTON, TX 77046		NNUAL RATE OF U.15% (QUITY AND FIXED INCOM	DE AVERAGE DAILY ASSETS ON ME INVESTMENTS

MORGAN STANLEY SMITH BARNEY LLC	99	0
(d) Enter name and EIN (address) of source of indirect compensation		ompensation, including any he service provider's eligibility e indirect compensation.
MORGAN STANLEY INVESTMENT ADVISORS	ANNUAL RATE OF 0.20% OF EQUITY AND FIXED INCOME	AVERAGE DAILY ASSETS ON INVESTMENTS

(b) Service Codes (see instructions)

(c) Enter amount of indirect compensation

(a) Enter service provider name as it appears on line 2

36-3145972

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Pa	Part II Service Providers Who Fail or Refuse to Provide Information				
4	Provide, to the extent possible, the following information for each service provider who failed or refused to provide the information necessary to complete this Schedule.				
	(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(C) Describe the information that the service provider failed or refused to provide		
	(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide		
	(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide		
	(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide		
	(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(C) Describe the information that the service provider failed or refused to provide		
	(a) Enter name and EIN or address of service provider (see instructions)	(b) Nature of Service Code(s)	(c) Describe the information that the service provider failed or refused to provide		

Schedule C (Form 5500) 2010	

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Pa	art III	Termination Information on Accountants and Enrolled A (complete as many entries as needed)	Actuaries (see instructions)
а	Name:	·	b EIN:
С	Positio	n:	
d	Addres	s:	e Telephone:
Ex	planatior		
a	Name:		b EIN:
C	Positio	n:	D LIN.
d	Addres		e Telephone:
-	7.00.00	-	Total state of the
Ex	planatior		
_^	,		
а	Name:		b EIN:
С	Positio	n:	
d	Addres		e Telephone:
			·
Ex	planatior	:	
а	Name:		b EIN;
С	Positio	n:	
d	Addres	s:	e Telephone:
Ex	planatior	:	
			1.
<u>a</u>	Name:		b EIN;
<u>c</u>	Positio		
d	Addres	S:	e Telephone:
	nlonatic:		
ΕX	planatior		

SCHEDULE H (Form 5500)

Department of the Treasury Internal Revenue Service

Financial Information

This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA), and section 6058(a) of the Internal Revenue Code (the Code).

OMB No. 1210-0110

2010

Pension Benefit Guaranty Corporation	File as an attachment to Form 5500.				This Form is Open to Public Inspection				
For calendar plan year 2010 or fiscal plan	an year beginning 01/01/2010		and		ng 12/31/	2010			
A Name of plan WHITEPAGES INC 401K PLAN				В	Three-dig	•)		001
C Plan sponsor's name as shown on li	ne 2a of Form 5500			D	Employer	Identifica	tion Num	ber (El	 IN)
WHITEPAGES INC									
					91-205684	3			
Part I Asset and Liability S									
	bilities at the beginning and end of the plan commingled fund containing the assets of m								
lines 1c(9) through 1c(14). Do not en	nter the value of that portion of an insurance	e contract wh	ich guaran	itees	, during this	plan yea	ar, to pay	a spec	cific dollar
	amounts to the nearest dollar. MTIAs, COs also do not complete lines 1d and 1e. See			IEs (do not comp	olete line	s 1b(1), 1	b(2), 1	c(8), 1g, 1h,
· ·	sets	- Instructions		eaini	ning of Yea	r	(b)) End o	of Year
		1a	(-7	<u>- J</u>	.				
b Receivables (less allowance for dou									
(1) Employer contributions		1b(1)							
(2) Participant contributions		1b(2)							
(3) Other		1b(3)							
c General investments:									
	money market accounts & certificates	1c(1)			9	94882			109824
(2) U.S. Government securities		1c(2)							
(3) Corporate debt instruments (of	her than employer securities):								
(A) Preferred		1c(3)(A)							
(B) All other		1c(3)(B)							
(4) Corporate stocks (other than e	mployer securities):								
(A) Preferred		1c(4)(A)							
` ,		1c(4)(B)							
	sts	1c(5)							
(6) Real estate (other than employ	er real property)	1c(6)							
``	ts)	1c(7)				20050			00007
		1c(8)			3	32850			33307
	llective trusts	1c(9)							
	arate accounts	1c(10)							
• •	t investment accounts	1c(11)							
(12) Value of interest in 103-12 inve(13) Value of interest in registered in	estment entities	1c(12)							
funds)		1c(13)			359	7967			4609020
(14) Value of funds held in insuranc	e company general account (unallocated	1c(14)							

1c(14) 1c(15)

1d	Employer-related investments:	Γ	(a) Beginning of Year	(b) End of Year
	(1) Employer securities	1d(1)		
	(2) Employer real property	1d(2)		
е	Buildings and other property used in plan operation	1e		
f	Total assets (add all amounts in lines 1a through 1e)	1f	3725699	4752151
	Liabilities			
g	Benefit claims payable	1g		
h	Operating payables	1h		
i	Acquisition indebtedness	1i		
j	Other liabilities	1j		
k	Total liabilities (add all amounts in lines 1g through1j)	1k	0	0
	Net Assets			
I	Net assets (subtract line 1k from line 1f)	11	3725699	4752151

Part II Income and Expense Statement

2 Plan income, expenses, and changes in net assets for the year. Include all income and expenses of the plan, including any trust(s) or separately maintained fund(s) and any payments/receipts to/from insurance carriers. Round off amounts to the nearest dollar. MTIAs, CCTs, PSAs, and 103-12 IEs do not complete lines 2a, 2b(1)(E), 2e, 2f, and 2g.

Income		(a) Amount	(b) Total
a Contributions:			
(1) Received or receivable in cash from: (A) Employers	2a(1)(A)		
(B) Participants	2a(1)(B)	751883	
(C) Others (including rollovers)	2a(1)(C)	150483	
(2) Noncash contributions	2a(2)		
(3) Total contributions. Add lines 2a(1)(A), (B), (C), and line 2a(2)	2a(3)		902366
b Earnings on investments:			
(1) Interest:			
(A) Interest-bearing cash (including money market accounts and certificates of deposit)	2b(1)(A)	12	
(B) U.S. Government securities	2b(1)(B)		
(C) Corporate debt instruments	2b(1)(C)		
(D) Loans (other than to participants)	2b(1)(D)		
(E) Participant loans	2b(1)(E)	2040	
(F) Other	2b(1)(F)		
(G) Total interest. Add lines 2b(1)(A) through (F)	2b(1)(G)		2052
(2) Dividends: (A) Preferred stock	2b(2)(A)		
(B) Common stock	2b(2)(B)		
(C) Registered investment company shares (e.g. mutual funds)	2b(2)(C)	79122	
(D) Total dividends. Add lines 2b(2)(A), (B), and (C)	2b(2)(D)		79122
(3) Rents	2b(3)		
(4) Net gain (loss) on sale of assets: (A) Aggregate proceeds	2b(4)(A)		
(B) Aggregate carrying amount (see instructions)	2b(4)(B)		
(C) Subtract line 2b(4)(B) from line 2b(4)(A) and enter result	2b(4)(C)		

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Pan	Δ.	
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		(a) Amount	(b) To	tal
2b (5) Unrealized appreciation (depreciation) of assets: (A) Real estate	2b(5)(A)		, ,	
(B) Other	2b(5)(B)			
(C) Total unrealized appreciation of assets. Add lines 2b(5)(A) and (B)	2h/5)(C)			
(6) Net investment gain (loss) from common/collective trusts	2b(6)			
(7) Net investment gain (loss) from pooled separate accounts	2b(7)			
(8) Net investment gain (loss) from master trust investment accounts	2b(8)			
(9) Net investment gain (loss) from 103-12 investment entities	2b(9)			
(10) Net investment gain (loss) from registered investment companies (e.g., mutual funds)	2b(10)			545096
C Other income	. 2c			
d Total income. Add all income amounts in column (b) and enter total	. 2d			1528636
Expenses				
e Benefit payment and payments to provide benefits:				
(1) Directly to participants or beneficiaries, including direct rollovers	. 2e(1)	501852		
(2) To insurance carriers for the provision of benefits	2e(2)			
(3) Other	0-/0\			
(4) Total benefit payments. Add lines 2e(1) through (3)	0 (4)			501852
f Corrective distributions (see instructions)				
g Certain deemed distributions of participant loans (see instructions)	_	_		
h Interest expense	Ol-			
i Administrative expenses: (1) Professional fees	0:(4)			
(2) Contract administrator fees	0:(0)			
(3) Investment advisory and management fees	2:(2)			
(4) Other	0:/4)	332		
(5) Total administrative expenses. Add lines 2i(1) through (4)	0:(5)			332
j Total expenses. Add all expense amounts in column (b) and enter total	· —	-		502184
Net Income and Reconciliation				
k Net income (loss). Subtract line 2j from line 2d	2k			1026452
I Transfers of assets:				
	21(1)	-		
(1) To this plan	21(2)	-		
(2) From this plan				
Part III Accountant's Opinion				
3 Complete lines 3a through 3c if the opinion of an independent qualified public attached.	accountant is atta	ched to this Form 5500. Compl	ete line 3d if an o	ppinion is not
${f a}$ The attached opinion of an independent qualified public accountant for this pla	an is (see instruction	ons):		
(1) Unqualified (2) Qualified (3) Disclaimer (4)	Adverse			
b Did the accountant perform a limited scope audit pursuant to 29 CFR 2520.103	3-8 and/or 103-12	:(d)?	X Yes	No
C Enter the name and EIN of the accountant (or accounting firm) below:				
(1) Name: MOSS ADAMS		(2) EIN: 91-0189318		
d The opinion of an independent qualified public accountant is not attached bed	cause:			
(1) This form is filed for a CCT, PSA, or MTIA. (2) It will be attact	ched to the next F	Form 5500 pursuant to 29 CFR 2	2520.104-50.	

-aae	

Schedule H (Form 5500) 2010

Pai	t IV	Compliance Questions					
4		and PSAs do not complete Part IV. MTIAs, 103-12 IEs, and GIAs do not complete 4a, 4e, 2 IEs also do not complete 4j and 4l. MTIAs also do not complete 4l.	4f, 4g,	4h, 4k, 4	m, 4n, or	5.	
	During	the plan year:		Yes	No	Amo	unt
а	period	nere a failure to transmit to the plan any participant contributions within the time described in 29 CFR 2510.3-102? Continue to answer "Yes" for any prior year failures ally corrected. (See instructions and DOL's Voluntary Fiduciary Correction Program.)	4a		X		
b	close o	any loans by the plan or fixed income obligations due the plan in default as of the of the plan year or classified during the year as uncollectible? Disregard participant loans and by participant's account balance. (Attach Schedule G (Form 5500) Part I if "Yes" is ed.)	4b		X		
С		any leases to which the plan was a party in default or classified during the year as ectible? (Attach Schedule G (Form 5500) Part II if "Yes" is checked.)	4c		X		
d	reporte	there any nonexempt transactions with any party-in-interest? (Do not include transactions ed on line 4a. Attach Schedule G (Form 5500) Part III if "Yes" is ed.)	4d		X		
е	Was th	nis plan covered by a fidelity bond?	4e	X			425000
f	Did the	e plan have a loss, whether or not reimbursed by the plan's fidelity bond, that was caused ud or dishonesty?	4f		X		
g	•	e plan hold any assets whose current value was neither readily determinable on an					
	establi	ished market nor set by an independent third party appraiser?	4g		X		
h		e plan receive any noncash contributions whose value was neither readily ninable on an established market nor set by an independent third party appraiser?	4h		X		
i		e plan have assets held for investment? (Attach schedule(s) of assets if "Yes" is checked, se instructions for format requirements.)	4i	X			
j	value	any plan transactions or series of transactions in excess of 5% of the current of plan assets? (Attach schedule of transactions if "Yes" is checked, and structions for format requirements.)	4j		X		
k		all the plan assets either distributed to participants or beneficiaries, transferred to another or brought under the control of the PBGC?	4k		X		
ı	Has th	e plan failed to provide any benefit when due under the plan?	41		X		
m		is an individual account plan, was there a blackout period? (See instructions and 29 CFR 101-3.)	4m		Х		
n		was answered "Yes," check the "Yes" box if you either provided the required notice or one exceptions to providing the notice applied under 29 CFR 2520.101-3	4n		X		
5a		resolution to terminate the plan been adopted during the plan year or any prior plan year? enter the amount of any plan assets that reverted to the employer this year	Yes	X No	Amoui	nt:	
5b		ng this plan year, any assets or liabilities were transferred from this plan to another plan(s) erred. (See instructions.)	, identi	fy the pla	an(s) to wh	nich assets or liabi	ities were
	5b(1)	Name of plan(s)			5b(2) EIN	l(s)	5b(3) PN(s)
							i

SCHEDULE R (Form 5500)

Department of the Treasury Internal Revenue Service

Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation This schedule is required to be filed under section 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA) and section 6058(a) of the Internal Revenue Code (the Code).

Retirement Plan Information

File as an attachment to Form 5500.

OMB No. 1210-0110

2010

This Form is Open to Public Inspection.

For	r calendar plan year 2010 or fiscal plan year beginning 01/01/2010 and e	endin	g	12/31/2	010					
	Name of plan TEPAGES INC 401K PLAN	В		ee-digit n numbe N)	er •		00	1		
<u> </u>		_						(FIN)		
	Plan sponsor's name as shown on line 2a of Form 5500 TEPAGES INC	D	Emp	oloyer Id	entifica	ition Nu	ımber	(EIN)		
			91	1-205684	43					
Pa	art I Distributions									
_	references to distributions relate only to payments of benefits during the plan year.									
1	Total value of distributions paid in property other than in cash or the forms of property specified in the instructions			1						0
2	Enter the EIN(s) of payor(s) who paid benefits on behalf of the plan to participants or beneficiaries duri payors who paid the greatest dollar amounts of benefits):	Enter the EIN(s) of payor(s) who paid benefits on behalf of the plan to participants or beneficiaries during the year (if more than two, enter EINs of the					the tw	/O		
	EIN(s): 04-6568107									
	Profit-sharing plans, ESOPs, and stock bonus plans, skip line 3.									
3	Number of participants (living or deceased) whose benefits were distributed in a single sum, during the year.	•		3						
Р	Funding Information (If the plan is not subject to the minimum funding requirements of ERISA section 302, skip this Part)	of sec	ction o	of 412 of	the Int	ernal R	even	ue Co	de or	
4	Is the plan administrator making an election under Code section 412(d)(2) or ERISA section 302(d)(2)?				Yes		No)		N/A
	If the plan is a defined benefit plan, go to line 8.									
5	If a waiver of the minimum funding standard for a prior year is being amortized in this plan year, see instructions and enter the date of the ruling letter granting the waiver. Date: Mont	th		Da	ay		Yea	ar		_
	If you completed line 5, complete lines 3, 9, and 10 of Schedule MB and do not complete the rer	main	der o	f this sc	hedul	е.				
6	a Enter the minimum required contribution for this plan year			6a						
	b Enter the amount contributed by the employer to the plan for this plan year			6b						
	C Subtract the amount in line 6b from the amount in line 6a. Enter the result (enter a minus sign to the left of a negative amount)			6c						
	If you completed line 6c, skip lines 8 and 9.				•					
7	Will the minimum funding amount reported on line 6c be met by the funding deadline?				Yes		No	1		N/A
8	If a change in actuarial cost method was made for this plan year pursuant to a revenue procedure provautomatic approval for the change or a class ruling letter, does the plan sponsor or plan administrator with the change?	agre	е		Yes		No	,		N/A
Pa	art III Amendments									
9	If this is a defined benefit pension plan, were any amendments adopted during this plan year that increased or decreased the value of benefits? If yes, check the appropriate box(es). If no, check the "No" box	ase	ĺ	Decre	ease	E	Both		☐ No)
Pa	ESOPs (see instructions). If this is not a plan described under Section 409(a) or 4975(skip this Part.	e)(7)	of the	Interna	l Reve	nue Co	de,			
10	Were unallocated employer securities or proceeds from the sale of unallocated securities used to repa	ay an	y exer	mpt loan	?		Π,	Yes		No
11	a Does the ESOP hold any preferred stock?						Ī,	Yes	Ī	No
	b If the ESOP has an outstanding exempt loan with the employer as lender, is such loan part of a "l (See instructions for definition of "back-to-back" loan.)	back	-to-ba	ck" loan	?			Yes		No
	Does the ESOP hold any stock that is not readily tradable on an established securities market?						Π,	Yes		No

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Schedule R (Form 5500) 2010

Par	t V	Additional Information for Multiemployer Defined Benefit Pension Plans							
13	Ente	er the following information for each employer that contributed more than 5% of total contributions to the plan during the plan year (measured in							
		ars). See instructions. Complete as many entries as needed to report all applicable employers.							
	a	Name of contributing employer							
	b	EIN C Dollar amount contributed by employer							
	d	Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month Day Year							
	е	Contribution rate information (If more than one rate applies, check this box and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).) (1) Contribution rate (in dollars and cents)							
		(2) Base unit measure: Hourly Weekly Unit of production Other (specify):							
	а	Name of contributing employer							
	b	EIN C Dollar amount contributed by employer							
	d	Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month Day Year							
	е	Contribution rate information (If more than one rate applies, check this box and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).) (1) Contribution rate (in dollars and cents) (2) Base unit measure: Hourly Weekly Unit of production Other (specify):							
	а	Name of contributing employer							
	b	EIN C Dollar amount contributed by employer							
	d	Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month Day Year							
,	е	Contribution rate information (If more than one rate applies, check this box and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).) (1) Contribution rate (in dollars and cents) (2) Base unit measure: Hourly Weekly Unit of production Other (specify):							
	a	Name of contributing employer							
	b	EIN C Dollar amount contributed by employer							
,	d	Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month Day Year							
,	е	Contribution rate information (If more than one rate applies, check this box and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).) (1) Contribution rate (in dollars and cents) (2) Base unit measure: Hourly Weekly Unit of production Other (specify):							
	a	Name of contributing employer							
	<u>a</u> b	EIN C Dollar amount contributed by employer							
	d	Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month Day Year							
ı	е	Contribution rate information (If more than one rate applies, check this box and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).) (1) Contribution rate (in dollars and cents) (2) Base unit measure: Hourly Weekly Unit of production Other (specify):							
	a	Name of contributing employer							
	a b	EIN C Dollar amount contributed by employer							
	d	Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box							
	е	Date collective bargaining agreement expires (If employer contributes under more than one collective bargaining agreement, check box and see instructions regarding required attachment. Otherwise, enter the applicable date.) Month Day Year Contribution rate information (If more than one rate applies, check this box and see instructions regarding required attachment. Otherwise, complete items 13e(1) and 13e(2).) (1) Contribution rate (in dollars and cents) (2) Base unit measure: Hourly Weekly Unit of production Other (specify):							

Page .

14	Enter the number of participants on whose behalf no contributions were made by an employer as an employer of the participant for:						
	a The current year	14a					
	b The plan year immediately preceding the current plan year	14b					
	C The second preceding plan year	14c					
15	Enter the ratio of the number of participants under the plan on whose behalf no employer had an obligation to make an employer contribution during the current plan year to:						
	a The corresponding number for the plan year immediately preceding the current plan year	15a					
	b The corresponding number for the second preceding plan year	15b					
16	Information with respect to any employers who withdrew from the plan during the preceding plan year:						
	a Enter the number of employers who withdrew during the preceding plan year	16a					
	b If item 16a is greater than 0, enter the aggregate amount of withdrawal liability assessed or estimated to be assessed against such withdrawn employers	16b					
17	If assets and liabilities from another plan have been transferred to or merged with this plan during the plan year, check box and see instructions regarding supplemental information to be included as an attachment.						
P	art VI Additional Information for Single-Employer and Multiemployer Defined Benefi	t Pensi	on Plans				
18	If any liabilities to participants or their beneficiaries under the plan as of the end of the plan year consist (in whole or in part) of liabilities to such participants and beneficiaries under two or more pension plans as of immediately before such plan year, check box and see instructions regarding supplemental information to be included as an attachment						
19	If the total number of participants is 1,000 or more, complete items (a) through (c)						
	a Enter the percentage of plan assets held as:						
	Stock:% Investment-Grade Debt:% High-Yield Debt:% Real Estate:	_% Othe	er:%				
	b Provide the average duration of the combined investment-grade and high-yield debt: 0-3 years 3-6 years 6-9 years 9-12 years 12-15 years 15-18 years 18-2	21 vears	21 years or more				
	What duration measure was used to calculate item 19(b)?	i yours	L 21 yours or more				
	Effective duration Macaulay duration Modified duration Other (specify):						

WHITEPAGES, INC. 401(k) PLAN

Report of Independent Auditors and Financial Statements with Supplemental Schedule

December 31, 2010 and 2009

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FINANCIAL STATEMENTS Statements of Net Assets Available for Benefits Statement of Changes in Net Assets Available for Benefits Notes to Financial Statements	2 3 4-9
SUPPLEMENTAL SCHEDULE Schedule H, Line 4(i) - Schedule of Assets (Held at End of Year)	10



REPORT OF INDEPENDENT AUDITORS

To the Plan Administrator and Investment Committee WhitePages, Inc. 401(k) Plan

We were engaged to audit the accompanying statements of net assets available for benefits of WhitePages, Inc. 401(k) Plan (the Plan) as of December 31, 2010 and 2009, and the related statement of changes in net assets available for benefits for the year ended December 31, 2010, and the supplemental schedule of Schedule H, Line 4(i) - Schedule of Assets (Held at End of Year) as of December 31, 2010. These financial statements and supplemental schedule are the responsibility of the Plan's management.

As permitted by 29 CFR 2520.103-8 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974, the plan administrator instructed us not to perform, and we did not perform, any auditing procedures with respect to the investment information summarized in Note 7, which was certified by Fidelity Management Trust Company, the trustee of the Plan, except for comparing such information with the related information included in the financial statements and supplemental schedule. We have been informed by the plan administrator that the trustee holds the Plan's investment assets and executes investment transactions. The plan administrator has obtained a certification from the trustee as of December 31, 2010 and 2009, and for the year ended December 31, 2010, that the information provided to the plan administrator by the trustee is complete and accurate.

Because of the significance of the information we did not audit, we are unable to, and do not, express an opinion on the accompanying financial statements and supplemental schedule taken as a whole. The form and content of the information included in the financial statements and supplemental schedule, other than that derived from information certified by the trustee, have been audited by us in accordance with auditing standards generally accepted in the United States of America and, in our opinion, are presented in compliance with the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974.

Mese adams LLP

Seattle, Washington June 22, 2011



WHITEPAGES, INC. 401(k) PLAN STATEMENTS OF NET ASSETS AVAILABLE FOR BENEFITS DECEMBER 31, 2010 AND 2009

ASSETS	2010	2009
Participant directed investments, at fair value - Registered investment companies	\$ 4,718,844	\$ 3,692,848
Notes receivable from participants	33,307	32,850
NET ASSETS AVAILABLE FOR BENEFITS	\$ 4,752,151	\$ 3,725,698

WHITEPAGES, INC. 401(k) PLAN STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS YEAR ENDED DECEMBER 31, 2010

ADDITIONS	
Investment income:	
Net appreciation in fair value of investments	\$ 545,097
Dividends and interest	79,134
	624,231
Interest income on notes receivable from participants	2,040
Contributions:	
Participant	751,883
Rollovers	150,483
	902,366
Total additions	1,528,637
DEDUCTIONS	
Benefits paid to participants	501,852
Administrative expenses	332
Total deductions	502,184
NET INCREASE	1,026,453
NET ASSETS AVAILABLE FOR BENEFITS	
Beginning of year	3,725,698
End of year	\$ 4,752,151

Note 1 - Description of Plan

The following description of the WhitePages, Inc. 401(k) Plan (the Plan) provides only general information. Participants should refer to the Plan Agreement, as amended, for a more complete description of Plan provisions.

General - The Plan is a 401(k) salary deferral and profit sharing plan covering substantially all employees of WhitePages, Inc. (the Company), and is subject to provisions of the Employee Retirement Income Security Act of 1974, as amended (ERISA). The Company is the Plan's sponsor and serves as plan administrator.

Eligibility - Employees of the Company are eligible to participate in the Plan upon reaching age 21. Upon satisfying this requirement employees will become eligible to participate in the Plan on the first day of each month.

Contributions - Each year, participants may defer up to 90% of eligible compensation, as defined by the Plan. Participants may also designate some or all of the deferral contributions as Roth deferral contributions; however, once this election is made, it is irrevocable. Roth deferral contributions are subject to the same rules applicable to pre-tax deferral contributions. Participants may also contribute amounts representing rollovers from other qualified defined benefit or defined contribution plans.

The Company may elect to make discretionary matching and profit sharing contributions to the Plan. Participants must be employed as of the last day of the Plan year to be eligible to receive any profit sharing contributions. Profit sharing contributions are allocated to participants in the same proportion as a participant's compensation bears to the total of all participants' compensation. The Company made no matching or profit sharing contributions during the year ended December 31, 2010.

Employees who meet the eligibility requirements are automatically enrolled in the Plan with 3% of their eligible compensation. If an investment election is not made by an employee, contributions are allocated to the Fidelity Freedom Fund corresponding to their targeted retirement date. The participants can elect to change their deferral at any time after enrollment.

Contributions are subject to regulatory limitations.

Participant Accounts - Each participant's account is credited with the participant's contribution and allocations of Plan earnings. Allocations are based on account balances, as defined. Participants may direct the investment of their account balances into various investment options offered by the Plan. The benefit to which a participant is entitled is the benefit that can be provided from the participant's vested account.

Note 1 - Description of Plan (Continued)

Vesting - Participants are fully vested in their salary deferrals plus actual earnings thereon. Participant matching contributions, nonelective employer contributions and any earnings thereon are vested as follows:

Completed Years of Service	Percentage Vested
1	20%
2	40%
3	60%
4	80%
5	100%

Notes Receivable from Participants - Participants may borrow from their accounts a minimum of \$1,000 up to a maximum equal to the lesser of \$50,000 or 50% of their vested account balance. Loans are secured by the balance of the participant's account and bear fixed, reasonable rates of interest, as determined by the plan administrator. The maximum loan term is five years unless the loan term qualifies as a home loan, in which case the term of the loan is not to exceed ten years. Principal and interest are paid ratably through payroll deductions. As of December 31, 2010, the rates of interest on outstanding loans ranged from 4.25% to 10.25% with various maturities through July 2015.

Payment of Benefits - On termination of service due to death, disability, or retirement, a participant may elect to receive either a lump-sum amount equal to the value of the participant's account balance, or annual installments over a period of time.

Forfeitures - Forfeitures are the non-vested portion of a participant's account that is lost upon termination of employment. Forfeitures are retained in the Plan and used to pay the Plan's administrative expenses, if any, with any remaining amount used to reduce Company contributions. As of December 31, 2010 and 2009, forfeited nonvested accounts totaled \$71,009 and \$46,920, respectively.

Note 2 - Summary of Significant Accounting Policies

Basis of Accounting - The financial statements of the Plan are prepared under the accrual method of accounting.

Use of Estimates - The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires the use of estimates and assumptions that affect the reported amounts of net assets available for benefits and changes therein. Actual results could differ from those estimates.

Note 2 - Summary of Significant Accounting Policies (Continued)

Recent Accounting Pronouncement - In September 2010, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update No. 2010-25 (ASU 2010-25), *Plan Accounting-Defined Contribution Pension Plans* which amends existing guidance by requiring participant loans to be classified as notes receivable from participants, which are segregated from plan investments and measured at their unpaid principal balance plus any accrued but unpaid interest. The amendments to the Accounting Standards Codification included in ASU 2010-25 are effective for fiscal years ending after December 15, 2010. The Plan has adopted this guidance effective December 31, 2010 and has reclassified participant loans of \$33,307 and \$32,850 for the years ended December 31, 2010 and 2009, respectively, from investments to notes receivable from participants.

Investment Valuation - Investments are stated at fair value as certified by Fidelity Management Trust Company (the Trustee). Fair value is the price that would be received to sell an asset or paid to transfer a liability (the "exit price") in an orderly transaction between market participants at the measurement date. See Note 4 for discussion of fair value measurements.

Income Recognition - Purchases and sales of securities are recorded on a trade-date basis. Dividends are recorded on the ex-dividend date. Interest income is recorded on the accrual basis. The net appreciation in fair value of investments consists of both the realized gains or losses and unrealized appreciation and depreciation of those investments.

Notes Receivable from Participants - Notes receivable from participants are measured at amortized cost, which represents unpaid principal balance plus accrued but unpaid interest, and are classified as notes receivable.

Payment of Benefits - Benefits are recorded when paid.

Expenses - Administrative expenses are paid by the Company. Certain transaction fees may be paid by the Plan.

Subsequent Events - Subsequent events are events or transactions that occur after the statement of net assets available for benefits date but before the financial statements are available to be issued. The Plan recognizes in the financial statements the effects of all subsequent events that provide additional evidence about conditions that existed at the date of the statement of net assets available for benefits, including the estimates inherent in the process of preparing the financial statements. The Plan's financial statements do not recognize subsequent events that provide evidence about conditions that did not exist at the date of the statement of net assets available for benefits but arose after the statement of net assets available for benefits date and before the financial statements are available to be issued. The Plan has evaluated subsequent events through June 22, 2011, which is the date the financial statements were available to be issued.

Note 3 - Investments

Investments representing 5% or more of net assets available for benefits consist of the following as of December 31:

	 2010	 2009
Fidelity Freedom 2035 Fund	\$ 710,359	\$ 588,214
Fidelity Freedom 2045 Fund	\$ 639,891	\$ 511,057
Fidelity Freedom 2030 Fund	\$ 606,401	\$ 387,760
Fidelity Freedom 2040 Fund	\$ 514,007	\$ 435,694
Fidelity Freedom 2025 Fund	\$ 325,137	\$ 226,504
Invesco Equally-Weighted S&P 500 Fund	\$ 257,704	\$ 194,560
Fidelity Government Income Fund	*	\$ 198,414

^{*} Did not comprise greater than 5% of net assets available for benefits at December 31, 2010

Note 4 - Fair Value Measurements

FASB Accounting Standards Codification (ASC) 820, Fair Value Measurements and Disclosures, provides the framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (level 1 measurement) and the lowest priority to unobservable inputs (level 3 measurements). The three levels of the fair value hierarchy under ASC 820 are described as follows:

- Level 1 Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the plan has the ability to access.
- Level 2 Quoted prices in markets that are not considered to be active or financial instruments without quoted market prices, but for which all significant inputs are observable, either directly or indirectly.
- Level 3 Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs. There have been no changes in the methodologies used at December 31, 2010 and 2009.

Registered investment companies (mutual funds) are valued at the net asset value (NAV) of shares held by the Plan at year end using prices quoted by the relevant pricing agent.

Note 4 - Fair Value Measurements (Continued)

The following table discloses by level, the fair value hierarchy, of the Plan's assets at fair value as of December 31, 2010 and 2009:

	Investme	ents at Fair Value	e as of December	31, 2010
	Level 1	Level 2	Level 3	Total
Registered investment companies:	1.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2			
Target retirement date funds	\$ 3,123,996	\$ -	\$ -	\$ 3,123,996
Blended funds	410,390	-	-	410,390
Bond funds	285,145	-	-	285,145
International funds	261,675	-	-	261,675
Balanced funds	186,884	-	-	186,884
Growth funds	207,956	-	-	207,956
Value funds	132,974	-	_	132,974
Money market fund	109,824	-	· <u>-</u>	109,824
	\$ 4,718,844	\$ -	\$ -	\$ 4,718,844
	Investme	nts at Fair Value	e as of December	31, 2009
	Level 1	Level 2	Level 3	Total
Registered investment companies:				
Target retirement date funds	\$ 2,369,880	\$ -	\$ -	\$ 2,369,880
Blended funds	307,679	-	, -	307,679
Bond funds	275,292	-	-	275,292
International funds	221,253	-	- ·	221,253
Balanced funds	165,632	-	<u>.</u> -	165,632
Growth funds	136,987	-	-	136,987
Value funds	121,243	<u></u>	-	121,243
Money market fund	94,882	_	-	94,882
	\$ 3.692.848	\$ -	\$ -	\$ 3.692.848

Note 5 - Tax Status

The Plan document is a volume submitter profit sharing plan that received a favorable opinion letter from the Internal Revenue Service on March 31, 2008, which stated that the Plan, as then designed, was in accordance with applicable sections of the Internal Revenue Code (IRC). The Plan has been amended since receiving the opinion letter. However, the plan administrator believes the Plan as currently designed is being operated in compliance with the applicable requirements of the IRC.

The FASB has issued new guidance on accounting for uncertainty in income taxes (ASC 740-10). The Plan has adopted the guidance in ASC 740-10. Management evaluated the Plan's tax position and concluded that the Plan has maintained its tax exempt status and has taken no uncertain tax position that requires adjustment to the financial statements. Therefore, no provision or liability for income taxes has been included in the financial statements.

Note 6 - Risks and Uncertainties

The Plan invests in various investment securities. Investment securities are exposed to various risks, such as interest rate, market volatility, and credit risks. It is reasonably possible, given the level of risk associated with investment securities, that changes in the near term could materially affect a participant's account balance and the amounts reported in the financial statements.

Note 7 - Information Certified by the Trustee

The plan administrator has elected the method of compliance permitted by 29 CFR 2520.103-8 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under ERISA. Accordingly, the Trustee has certified to the completeness and accuracy of:

- Investments and notes receivable from participants reflected on the accompanying statements of net assets available for benefits as of December 31, 2010 and 2009.
- Investment income and interest income on notes receivable from participants reflected on the
 accompanying statement of changes in net assets available for benefits for the year ended
 December 31, 2010.
- Investments reflected on the supplemental schedule of assets (held at end of year).

Note 8 - Party-In-Interest Transactions

Plan investments include shares of registered investment companies managed by Fidelity Investments. The Trustee is an affiliate of Fidelity Investments. Therefore, transactions with these investments qualify as exempt party-in-interest transactions.

Note 9 - Plan Termination

Although it has not expressed any intention to do so, the Company has the right to terminate the Plan and discontinue its contributions at any time. If the Plan is terminated, amounts allocated to a participant's account become fully vested.



WHITEPAGES, INC. 401(k) PLAN

EIN: 91-2056843

PLAN #: 001

SCHEDULE H, LINE 4(i) - SCHEDULE OF ASSETS (HELD AT END OF YEAR) DECEMBER 31, 2010

	(b)	(c) Description of investment, including		(e)
	Identity of issuer, borrower,	maturity date, rate of interest, collateral,	(d)	Current
<u>(a)</u>	lessor or similar party	par or maturity value	Cost	value
*	Fidelity Freedom 2035 Fund	Registered Investment Company	**	\$ 710,359
*	Fidelity Freedom 2045 Fund	Registered Investment Company	**	639,891
*	Fidelity Freedom 2030 Fund	Registered Investment Company	**	606,401
*	Fidelity Freedom 2040 Fund	Registered Investment Company	**	514,007
*	Fidelity Freedom 2025 Fund	Registered Investment Company	**	325,137
	Invesco Equally-Weighted			,
	S&P 500 Fund	Registered Investment Company	**	257,704
*	Fidelity Asset Manager 70% Fund	Registered Investment Company	**	165,248
*	Fidelity Freedom 2050 Fund	Registered Investment Company	**	163,271
*	Fidelity Emerging Markets Fund	Registered Investment Company	**	150,767
*	Fidelity Government Income Fund	Registered Investment Company	**	148,643
	Morgan Stanley Mid-Cap Growth Fund	Registered Investment Company	**	118,508
*	Fidelity Leveraged Stock Fund	Registered Investment Company	**	116,795
*	Fidelity Freedom 2020 Fund	Registered Investment Company	**	114,360
*	Fidelity Prime Fund	Registered Investment Company	**	109,824
	Invesco Special Value Fund	Registered Investment Company	**	72,809
*	Fidelity International Discovery Fund	Registered Investment Company	**	71,895
*	Fidelity Investment Grade Bond Fund	Registered Investment Company	**	70,853
	Calvert Large-Cap Growth Fund	Registered Investment Company	**	66,058
*	Fidelity Equity Income Fund	Registered Investment Company	**	45,339
*	Fidelity Hartford International Fund	Registered Investment Company	**	39,013
	Calvert Income Fund	Registered Investment Company	**	38,494
*	Fidelity Freedom Income Fund	Registered Investment Company	**	35,891
*	Fidelity Freedom 2015 Fund	Registered Investment Company	**	27,849
*	Fidelity Freedom 2010 Fund	Registered Investment Company	**	22,478
*	Fidelity Asset Manager 50% Fund	Registered Investment Company	**	21,407
*	Fidelity High Income Advantage Fund Invesco Van Kampen	Registered Investment Company	**	20,451
	Growth and Income Fund Invesco Van Kampen	Registered Investment Company	**	16,764
	Small-Cap Value Fund	Registered Investment Company	**	13,728
	PIMCO Low Duration Fund	Registered Investment Company	**	6,704
*	Fidelity New Insights Fund	Registered Investment Company	**	6,182
*	Fidelity Value Fund	Registered Investment Company	**	1,098
*	Fidelity Asset Manager 85% Fund	Registered Investment Company	**	444
*	Fidelity Freedom 2005 Fund	Registered Investment Company	**	243
*	Fidelity Asset Manager 20% Fund	Registered Investment Company	**	229
*	Participant loans	Interest rates range from 4.25% to 10.25%, maturing through July 2015	-	33,307
				\$ 4,752,151

^{*} Indicates party-in-interest.

^{**} Information is not required as investments are participant directed.

WHITEPAGES, INC. 401(k) PLAN

EIN: 91-2056843

PLAN #: 001

SCHEDULE H, LINE 4(i) - SCHEDULE OF ASSETS (HELD AT END OF YEAR) DECEMBER 31, 2010

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