

Form 5500 Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation	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). <p style="text-align: center;">▶ Complete all entries in accordance with the instructions to the Form 5500.</p>	OMB Nos. 1210-0110 1210-0089 2010 This Form is Open to Public Inspection
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Part I	Annual Report Identification Information
For calendar plan year 2010 or fiscal plan year beginning <u>01/01/2010</u> and ending <u>12/31/2010</u>	
A This return/report is for:	☐ a multiemployer plan; ☐ a multiple-employer plan; or ☒ a single-employer plan; ☐ a DFE (specify) ____
B This return/report is:	☐ the first return/report; ☐ the final return/report; ☒ an amended return/report; ☐ a short plan year return/report (less than 12 months).
C If the plan is a collectively-bargained plan, check here.	☐
D Check box if filing under:	☒ Form 5558; ☐ automatic extension; ☐ the DFVC program; ☐ special extension (enter description)

Part II	Basic Plan Information —enter all requested information				
1a Name of plan <u>YELLOW BOOK USA 401(K) PROFIT SHARING PLAN TRUST</u>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">1b Three-digit plan number (PN) ▶</td> <td style="width: 20%; text-align: center;"><u>001</u></td> </tr> <tr> <td colspan="2">1c Effective date of plan <u>12/01/1958</u></td> </tr> </table>	1b Three-digit plan number (PN) ▶	<u>001</u>	1c Effective date of plan <u>12/01/1958</u>	
1b Three-digit plan number (PN) ▶	<u>001</u>				
1c Effective date of plan <u>12/01/1958</u>					
2a Plan sponsor's name and address (employer, if for a single-employer plan) (Address should include room or suite no.) <u>YELLOW BOOK USA, INC.</u> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <u>6300 C STREET S.W.</u> <u>P.O. BOX 3162</u> <u>CEDAR RAPIDS, IA 52406</u> </div> <div style="width: 45%;"> <u>6300 C STREET S.W.</u> <u>P.O. BOX 3162</u> <u>CEDAR RAPIDS, IA 52406</u> </div> </div>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>2b Employer Identification Number (EIN) <u>52-2039067</u></td> </tr> <tr> <td>2c Sponsor's telephone number <u>319-790-3107</u></td> </tr> <tr> <td>2d Business code (see instructions) <u>541800</u></td> </tr> </table>	2b Employer Identification Number (EIN) <u>52-2039067</u>	2c Sponsor's telephone number <u>319-790-3107</u>	2d Business code (see instructions) <u>541800</u>	
2b Employer Identification Number (EIN) <u>52-2039067</u>					
2c Sponsor's telephone number <u>319-790-3107</u>					
2d Business code (see instructions) <u>541800</u>					

Caution: A penalty for the late or incomplete filing of this return/report will be assessed unless reasonable cause is established.

Under penalties of perjury and other penalties set forth in the instructions, I declare that I have examined this return/report, including accompanying schedules, 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 electronic signature.	10/14/2011	ANGIE CORCORAN
	Signature of plan administrator	Date	Enter name of individual signing as plan administrator
SIGN HERE			
	Signature of employer/plan sponsor	Date	Enter name of individual signing as employer or plan sponsor
SIGN HERE			
	Signature of DFE	Date	Enter name of individual signing as DFE

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

Form 5500 (2010)
v.092307.1

3a Plan administrator's name and address (if same as plan sponsor, enter "Same") YELLOW BOOK USA, INC. 6300 C STREET S.W. P.O. BOX 3162 CEDAR RAPIDS, IA 52406	3b Administrator's EIN 52-2039067 3c Administrator's telephone number 319-790-3107
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4 If the name and/or EIN of the plan sponsor has changed since the last return/report filed for this plan, enter the name, EIN and the plan number from the last return/report: a Sponsor's name	4b EIN 4c PN
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5 Total number of participants at the beginning of the plan year	5	8301
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6 Number of participants as of the end of the plan year (welfare plans complete only lines 6a , 6b , 6c , and 6d).		
a Active participants.....	6a	5610
b Retired or separated participants receiving benefits.....	6b	22
c Other retired or separated participants entitled to future benefits.....	6c	2221
d Subtotal. Add lines 6a , 6b , and 6c	6d	7853
e Deceased participants whose beneficiaries are receiving or are entitled to receive benefits.....	6e	16
f Total. Add lines 6d and 6e	6f	7869
g Number of participants with account balances as of the end of the plan year (only defined contribution plans complete this item).....	6g	7458
h Number of participants that terminated employment during the plan year with accrued benefits that were less than 100% vested.....	6h	322

7 Enter the total number of employers obligated to contribute to the plan (only multiemployer plans complete this item)	7	
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8a If the plan provides pension benefits, enter the applicable pension feature codes from the List of Plan Characteristic Codes in the instructions:
 2E 2F 2G 2J 2K 2T

b If the plan provides welfare benefits, enter the applicable welfare feature codes from the List of Plan Characteristic Codes in the instructions:

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 apply) (1) ☐ Insurance (2) ☐ Code section 412(e)(3) insurance contracts (3) ☒ Trust (4) ☐ General assets of the sponsor
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10 Check all applicable boxes in 10a and 10b to indicate which schedules are attached, and, where indicated, enter the number attached. (See instructions)

a Pension Schedules

- (1) ☒ **R** (Retirement Plan Information)
 (2) ☐ **MB** (Multiemployer Defined Benefit Plan and Certain Money Purchase Plan Actuarial Information) - signed by the plan actuary
 (3) ☐ **SB** (Single-Employer Defined Benefit Plan Actuarial Information) - signed by the plan actuary

b General Schedules

- (1) ☒ **H** (Financial Information)
 (2) ☐ **I** (Financial Information – Small Plan)
 (3) ☐ **A** (Insurance Information)
 (4) ☒ **C** (Service Provider Information)
 (5) ☐ **D** (DFE/Participating Plan Information)
 (6) ☐ **G** (Financial Transaction Schedules)

<div>SCHEDULE C</div> <div>(Form 5500)</div> <div>Department of the Treasury Internal Revenue Service</div> <div>Department of Labor Employee Benefits Security Administration</div> <div>Pension Benefit Guaranty Corporation</div>	<div>Service Provider Information</div> <div>This schedule is required to be filed under section 104 of the Employee Retirement Income Security Act of 1974 (ERISA).</div> <div>▶ File as an attachment to Form 5500.</div>	OMB No. 1210-0110
		2010
		This Form is Open to Public Inspection.

For calendar plan year 2010 or fiscal plan year beginning 01/01/2010 and ending 12/31/2010

<div>A Name of plan</div> <div>YELLOW BOOK USA 401(K) PROFIT SHARING PLAN TRUST</div>	<div>B Three-digit plan number (PN)</div> <div>▶</div> <div>001</div>
<div>C Plan sponsor's name as shown on line 2a of Form 5500</div> <div>YELLOW BOOK USA, INC.</div>	<div>D Employer Identification Number (EIN)</div> <div>52-2039067</div>

Part I

Service Provider Information (see instructions)

You must complete this Part, in accordance with the instructions, to report the information required for **each person** who received, directly or indirectly, \$5,000 or more in total compensation (i.e., money or anything else of monetary value) in connection with services rendered to the plan or the person's position with the plan during the plan year. If a person received **only** eligible indirect compensation for which the plan received the required disclosures, you are required to answer line 1 but are not required to include that person when completing the remainder of this Part.

1 Information on Persons Receiving Only Eligible Indirect Compensation

a Check "Yes" or "No" to indicate whether you are excluding a person from the remainder of this Part because they received only eligible indirect compensation for which the plan received the required disclosures (see instructions for definitions and conditions)..... ☒ Yes ☐ No

b If you answered line 1a "Yes," enter the name and EIN or address of each person providing the required disclosures for the service providers who received only eligible indirect compensation. Complete as many entries as needed (see instructions).

(b) Enter name and EIN or address of person who provided you disclosures on eligible indirect compensation
FIDELITY INV. INST. OPS. CO.
04-2647786

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2. Information on Other Service Providers Receiving Direct or Indirect Compensation. Except for those persons for whom you answered "yes" to line 1a above, complete as many entries as needed to list each person receiving, directly or indirectly, \$5,000 or more in total compensation (i.e., money or anything else of value) in connection with services rendered to the plan or their position with the plan during the plan year. (See instructions).

(a) Enter name and EIN or address (see instructions)

FIDELITY INVESTMENTS INSTITUTIONAL

04-2647786

(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?	(g) 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	80503	Yes ☒ No ☐	Yes ☒ No ☐	0	Yes ☒ No ☐

(a) Enter name and EIN or address (see instructions)

STRATEGIC ADVISORS, INC.

04-2654524

(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?	(g) 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?
27	ADVISOR	15606	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 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?	(g) 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 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?	(g) 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 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?	(g) 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 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?	(g) 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 ☐

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.

(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	(e) Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.
ALLNZ NFJ DIV VAL I - BOSTON FINANC 04-2526037	0.10%

(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	(e) Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.
DAVIS NY VENTURE Y - BOSTON FINANCI 04-2526037	0.10%

(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	(e) Describe the indirect compensation, including any formula used to determine the service provider's eligibility for or the amount of the indirect compensation.
H & W MID CAP VAL I - US BANCORP FU 39-0281260	0.25%

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
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(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

Part III **Termination Information on Accountants and Enrolled Actuaries (see instructions)**
(complete as many entries as needed)

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN:
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN;
c Position:	
d Address:	e Telephone:

Explanation:

a Name:	b EIN;
c Position:	
d Address:	e Telephone:

Explanation:

SCHEDULE H (Form 5500) Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation	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). ► File as an attachment to Form 5500.	OMB No. 1210-0110
		2010
		This Form is Open to Public Inspection

For calendar plan year 2010 or fiscal plan year beginning 01/01/2010 and ending 12/31/2010		
A Name of plan YELLOW BOOK USA 401(K) PROFIT SHARING PLAN TRUST	B Three-digit plan number (PN) ►	001
C Plan sponsor's name as shown on line 2a of Form 5500 YELLOW BOOK USA, INC.	D Employer Identification Number (EIN) 52-2039067	

Part I	Asset and Liability Statement
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1 Current value of plan assets and liabilities at the beginning and end of the plan year. Combine the value of plan assets held in more than one trust. Report the value of the plan's interest in a commingled fund containing the assets of more than one plan on a line-by-line basis unless the value is reportable on lines 1c(9) through 1c(14). Do not enter the value of that portion of an insurance contract which guarantees, during this plan year, to pay a specific dollar benefit at a future date. **Round off amounts to the nearest dollar.** MTIAs, CCTs, PSAs, and 103-12 IEs do not complete lines 1b(1), 1b(2), 1c(8), 1g, 1h, and 1i. CCTs, PSAs, and 103-12 IEs also do not complete lines 1d and 1e. See instructions.

Assets		(a) Beginning of Year	(b) End of Year
a Total noninterest-bearing cash	1a		
b Receivables (less allowance for doubtful accounts):			
(1) Employer contributions	1b(1)	3545312	3258371
(2) Participant contributions	1b(2)	863510	509350
(3) Other.....	1b(3)		
c General investments:			
(1) Interest-bearing cash (include money market accounts & certificates of deposit)	1c(1)	28688675	26390615
(2) U.S. Government securities.....	1c(2)		
(3) Corporate debt instruments (other than employer securities):			
(A) Preferred	1c(3)(A)		
(B) All other.....	1c(3)(B)		
(4) Corporate stocks (other than employer securities):			
(A) Preferred	1c(4)(A)		
(B) Common	1c(4)(B)		
(5) Partnership/joint venture interests	1c(5)		
(6) Real estate (other than employer real property)	1c(6)		
(7) Loans (other than to participants)	1c(7)		
(8) Participant loans	1c(8)	7708994	8362257
(9) Value of interest in common/collective trusts.....	1c(9)		
(10) Value of interest in pooled separate accounts.....	1c(10)		
(11) Value of interest in master trust investment accounts	1c(11)		
(12) Value of interest in 103-12 investment entities	1c(12)		
(13) Value of interest in registered investment companies (e.g., mutual funds).....	1c(13)	195288237	219808948
(14) Value of funds held in insurance company general account (unallocated contracts).....	1c(14)		
(15) Other	1c(15)		

1d Employer-related investments:

		(a) Beginning of Year	(b) End of Year
(1) Employer securities	1d(1)		
(2) Employer real property	1d(2)		
e Buildings and other property used in plan operation	1e		
f Total assets (add all amounts in lines 1a through 1e)	1f	236094728	258329541

Liabilities

g Benefit claims payable	1g		
h Operating payables	1h		
i Acquisition indebtedness	1i		
j Other liabilities	1j	165254	0
k Total liabilities (add all amounts in lines 1g through 1j)	1k	165254	0

Net Assets

l Net assets (subtract line 1k from line 1f)	1l	235929474	258329541
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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 Contributions:**

		(a) Amount	(b) Total
(1) Received or receivable in cash from: (A) Employers	2a(1)(A)	3258371	
(B) Participants	2a(1)(B)	21277215	
(C) Others (including rollovers)	2a(1)(C)	1608926	
(2) Noncash contributions	2a(2)		
(3) Total contributions. Add lines 2a(1)(A) , (B) , (C) , and line 2a(2)	2a(3)		26144512

b Earnings on investments:**(1) Interest:**

(A) Interest-bearing cash (including money market accounts and certificates of deposit)	2b(1)(A)	3254	
(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)	409391	
(F) Other	2b(1)(F)		
(G) Total interest. Add lines 2b(1)(A) through (F)	2b(1)(G)		412645

(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)	3347906	
(D) Total dividends. Add lines 2b(2)(A) , (B) , and (C)	2b(2)(D)		3347906

(3) Rents	2b(3)		
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(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)		

		(a) Amount	(b) Total
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)	2b(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)		25078948
c Other income.....	2c		
d Total income. Add all income amounts in column (b) and enter total.....	2d		54984011

Expenses

e Benefit payment and payments to provide benefits:			
(1) Directly to participants or beneficiaries, including direct rollovers	2e(1)	32441462	
(2) To insurance carriers for the provision of benefits	2e(2)		
(3) Other	2e(3)		
(4) Total benefit payments. Add lines 2e(1) through (3)	2e(4)		32441462
f Corrective distributions (see instructions)	2f		40787
g Certain deemed distributions of participant loans (see instructions).....	2g		2565
h Interest expense.....	2h		
i Administrative expenses: (1) Professional fees	2i(1)		
(2) Contract administrator fees	2i(2)		
(3) Investment advisory and management fees	2i(3)	15606	
(4) Other	2i(4)	83524	
(5) Total administrative expenses. Add lines 2i(1) through (4)	2i(5)		99130
j Total expenses. Add all expense amounts in column (b) and enter total.....	2j		32583944

Net Income and Reconciliation

k Net income (loss). Subtract line 2j from line 2d	2k		22400067
l Transfers of assets:			
(1) To this plan.....	2l(1)		
(2) From this plan	2l(2)		

Part III Accountant's Opinion

3 Complete lines 3a through 3c if the opinion of an independent qualified public accountant is attached to this Form 5500. Complete line 3d if an opinion is not attached.

a The attached opinion of an independent qualified public accountant for this plan is (see instructions):

(1) ☐ Unqualified (2) ☐ Qualified (3) ☒ Disclaimer (4) ☐ Adverse

b Did the accountant perform a limited scope audit pursuant to 29 CFR 2520.103-8 and/or 103-12(d)? ☒ Yes ☐ No

c Enter the name and EIN of the accountant (or accounting firm) below:

(1) Name: PRICE WATERHOSE COOPERS

(2) EIN: 13-4008324

d The opinion of an independent qualified public accountant is **not attached** because:

(1) ☐ This form is filed for a CCT, PSA, or MTIA. (2) ☐ It will be attached to the next Form 5500 pursuant to 29 CFR 2520.104-50.

Part IV Compliance Questions

- 4** CCTs and PSAs do not complete Part IV. MTIAs, 103-12 IEs, and GIAs do not complete 4a, 4e, 4f, 4g, 4h, 4k, 4m, 4n, or 5. 103-12 IEs also do not complete 4j and 4l. MTIAs also do not complete 4l.

During the plan year:

	Yes	No	Amount
a Was there a failure to transmit to the plan any participant contributions within the time period described in 29 CFR 2510.3-102? Continue to answer "Yes" for any prior year failures until fully corrected. (See instructions and DOL's Voluntary Fiduciary Correction Program.).....		X	
b Were any loans by the plan or fixed income obligations due the plan in default as of the close of the plan year or classified during the year as uncollectible? Disregard participant loans secured by participant's account balance. (Attach Schedule G (Form 5500) Part I if "Yes" is checked.).....		X	
c Were any leases to which the plan was a party in default or classified during the year as uncollectible? (Attach Schedule G (Form 5500) Part II if "Yes" is checked.)		X	
d Were there any nonexempt transactions with any party-in-interest? (Do not include transactions reported on line 4a. Attach Schedule G (Form 5500) Part III if "Yes" is checked.).....		X	
e Was this plan covered by a fidelity bond?.....	X		15000000
f Did the plan have a loss, whether or not reimbursed by the plan's fidelity bond, that was caused by fraud or dishonesty?		X	
g Did the plan hold any assets whose current value was neither readily determinable on an established market nor set by an independent third party appraiser?		X	
h Did the plan receive any noncash contributions whose value was neither readily determinable on an established market nor set by an independent third party appraiser?		X	
i Did the plan have assets held for investment? (Attach schedule(s) of assets if "Yes" is checked, and see instructions for format requirements.).....	X		
j Were any plan transactions or series of transactions in excess of 5% of the current value of plan assets? (Attach schedule of transactions if "Yes" is checked, and see instructions for format requirements.).....		X	
k Were all the plan assets either distributed to participants or beneficiaries, transferred to another plan, or brought under the control of the PBGC?.....		X	
l Has the plan failed to provide any benefit when due under the plan?		X	
m If this is an individual account plan, was there a blackout period? (See instructions and 29 CFR 2520.101-3.).....		X	
n If 4m was answered "Yes," check the "Yes" box if you either provided the required notice or one of the exceptions to providing the notice applied under 29 CFR 2520.101-3.		X	

- 5a** Has a resolution to terminate the plan been adopted during the plan year or any prior plan year?
If yes, enter the amount of any plan assets that reverted to the employer this year ☐ Yes ☒ No Amount:

- 5b** If, during this plan year, any assets or liabilities were transferred from this plan to another plan(s), identify the plan(s) to which assets or liabilities were transferred. (See instructions.)

5b(1) Name of plan(s)

5b(2) EIN(s)

5b(3) PN(s)

5b(1) Name of plan(s)	5b(2) EIN(s)	5b(3) PN(s)

<div>SCHEDULE R (Form 5500) Department of the Treasury Internal Revenue Service Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation</div>	<div>Retirement Plan Information</div> <div>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).</div> <div>► File as an attachment to Form 5500.</div>	<div>OMB No. 1210-0110</div> <div>2010</div> <div>This Form is Open to Public Inspection.</div>
For calendar plan year 2010 or fiscal plan year beginning 01/01/2010 and ending 12/31/2010		
A Name of plan YELLOW BOOK USA 401(K) PROFIT SHARING PLAN TRUST		B Three-digit plan number (PN) ► 001
C Plan sponsor's name as shown on line 2a of Form 5500 YELLOW BOOK USA, INC.		D Employer Identification Number (EIN) 52-2039067
Part I	Distributions	
All 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.....		10
2 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 two payors who paid the greatest dollar amounts of benefits): 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 plan year.....		3
Part II	Funding Information (If the plan is not subject to the minimum funding requirements of section 412 of the Internal Revenue Code or ERISA section 302, skip this Part)	
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: Month _____ Day _____ Year _____		
If you completed line 5, complete lines 3, 9, and 10 of Schedule MB and do not complete the remainder of this schedule.		
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 ☐ N/A		
8 If a change in actuarial cost method was made for this plan year pursuant to a revenue procedure providing automatic approval for the change or a class ruling letter, does the plan sponsor or plan administrator agree with the change?..... ☐ Yes ☐ No ☐ N/A		
Part 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..... ☐ Increase ☐ Decrease ☐ Both ☐ No		
Part IV	ESOPs (see instructions). If this is not a plan described under Section 409(a) or 4975(e)(7) of the Internal Revenue Code, skip this Part.	
10 Were unallocated employer securities or proceeds from the sale of unallocated securities used to repay any exempt loan?..... ☐ Yes ☐ No		
11 a Does the ESOP hold any preferred stock? ☐ Yes ☐ No		
b If the ESOP has an outstanding exempt loan with the employer as lender, is such loan part of a "back-to-back" loan? (See instructions for definition of "back-to-back" loan.) ☐ Yes ☐ No		
12 Does the ESOP hold any stock that is not readily tradable on an established securities market? ☐ Yes ☐ No		
For Paperwork Reduction Act Notice and OMB Control Numbers, see the instructions for Form 5500.		
Schedule R (Form 5500) 2010 v.092308.1		

Part V Additional Information for Multiemployer Defined Benefit Pension Plans

13 Enter the following information for each employer that contributed more than 5% of total contributions to the plan during the plan year (measured in dollars). 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

e 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

e 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

e 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

e 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

e 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

e 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):

- 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. ☐

Part VI Additional Information for Single-Employer and Multiemployer Defined Benefit Pension 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: _____% Other: _____%

- 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 ☐ 18-21 years ☐ 21 years or more

- c** What duration measure was used to calculate item 19(b)?

☐ Effective duration ☐ Macaulay duration ☐ Modified duration ☐ Other (specify): _____

**Yellowbook Inc. 401(k) Profit
Sharing Plan** (formerly Yellow Book USA
401(k) Profit Sharing Plan)
**Financial Statements and
Supplemental Schedule
December 31, 2010 and 2009**

Yellowbook Inc. (401k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Index to Financial Statements and Supplemental Schedule

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- * Other schedules required by 29 CFR 2520.103-10 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974 (ERISA) have been omitted because they are not applicable.



Report of Independent Auditors

To the Participants and Administrator of
Yellowbook Inc. 401(k) Profit Sharing Plan (formerly Yellow Book USA 401(k) Profit Sharing Plan)

We were engaged to audit the financial statements and supplemental schedule of the Yellowbook Inc. 401(k) Profit Sharing Plan, (formerly Yellow Book USA 401(k) Profit Sharing Plan) (the "Plan") at December 31, 2010 and 2009 and for the year ended December 31, 2010, as listed in the accompanying index. These financial statements and 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 information summarized in Note 4, 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 that we did not audit, we are unable to, and do not, express an opinion on the accompanying financial statements and schedule taken as a whole. The form and content of the information included in the financial statements and schedule, other than that derived from the 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.

PricewaterhouseCoopers LLP

New York, NY
September 21, 2011

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Statements of Net Assets Available for Benefits
As of December 31, 2010 and 2009

	2010	2009
Assets		
Investments, at fair value (Note 2, 3 and 4)		
Mutual funds	\$ 219,808,948	\$ 195,288,237
Money market fund	26,390,615	28,688,675
Total investments	<u>246,199,563</u>	<u>223,976,912</u>
Receivables		
Notes receivable from participants	8,362,257	7,708,994
Employer contributions	3,258,371	3,545,312
Participant contributions	509,350	863,510
Total receivables	<u>12,129,978</u>	<u>12,117,816</u>
Total assets	<u>258,329,541</u>	<u>236,094,728</u>
Liabilities		
Return of excess contributions	-	(165,254)
Total liabilities	<u>-</u>	<u>(165,254)</u>
Net assets available for benefits	<u>\$ 258,329,541</u>	<u>\$ 235,929,474</u>

The accompanying notes are an integral part of these financial statements.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Statement of Changes in Net Assets Available for Benefits
For the Year Ended December 31, 2010

	2010
Additions (deductions) to net assets attributed to	
Investment income	
Net appreciation in fair value of investments	\$ 25,038,160
Interest and dividend income	3,351,160
Total investment income	<u>28,389,320</u>
Interest Income on Notes Receivable from Participants	<u>409,391</u>
Contributions	
Employer contributions	3,258,371
Participant contributions	21,277,216
Participant rollovers	1,608,926
Total contributions	<u>26,144,513</u>
Deductions from net assets attributed to	
Benefits paid to participants	(32,444,027)
Administrative expenses	(99,130)
Total deductions	<u>(32,543,157)</u>
Net increase	<u>22,400,067</u>
Net assets available for benefits	
Beginning of year	<u>235,929,474</u>
End of year	<u>\$ 258,329,541</u>

The accompanying notes are an integral part of these financial statements.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

1. Description of the Plan

The following description of the Yellowbook Inc. 401(k) Profit Sharing Plan (formerly the Yellow Book USA 401(k) Profit Sharing Plan) (the "Plan") provides only general information. Participants should refer to the Plan agreement for a more complete description of the Plan's provisions. The plan changed its name from Yellow Book USA 401(k) Profit Sharing Plan to Yellowbook Inc. 401(k) Profit Sharing Plan effective April 1, 2011.

General

The Plan is a defined contribution plan subject to the provisions of the Employee Retirement Income Security Act of 1974 ("ERISA").

The Plan provides deferred retirement and savings benefits to Plan participants based upon (a) amounts contributed to the participant's account by the employee and employer; and (b) investment income or loss. Employee contributions made to the Plan are credited to each participant's account through salary deductions. Yellowbook's (the "Company") matching contribution and discretionary profit sharing contributions, if any, are paid annually to the Plan.

Eligibility and Participation

Employees are eligible for participation in the Plan on the first of the month following the date in which employment commences. Employees are eligible to receive employer matching contributions only if they are employed with the Company on the last day of the Plan year and have completed 1,000 hours of service during the Plan year.

Contributions

Participants may contribute up to 60% of their annual eligible pre-tax compensation up to the Internal Revenue Service ("IRS") limit of \$16,500 for 2010. Annually, at its election, the Company makes a matching contribution. The matching contribution for 2010 was 25% of the first 6% of participant's eligible compensation contributed to the Plan. Contributions under the Plan are generally based on total compensation paid by the Company up to the maximum compensation limit of \$245,000 for 2010. In addition, the Company may make discretionary profit sharing contributions to the Plan on behalf of eligible participants. The Company did not make any discretionary profit sharing contributions to the Plan in 2010.

For purposes of determining contributions, compensation is defined as total wages and salary of an employee, including any overtime pay, bonuses and commissions, and excluding holiday bonus and security grants.

Administrative Expenses

At the Company's option, certain expenses related to the administration of the Plan may be paid by the Company. Otherwise, the expenses of the Plan are paid directly by the Plan.

Vesting

Participants are immediately vested in their own contributions and earnings (losses) thereon. Participants become vested in benefits arising from the Company's discretionary matching and profit sharing contributions ratably over three years.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

Forfeitures

If a participant terminates service prior to being fully vested in the employer matching contribution, unvested amounts are forfeited and will be used to reduce future employer contributions to the Plan. Employer matching contributions of approximately \$340,375 and \$484,508 were forfeited in 2010 and 2009, respectively. As of December 31, 2010 and 2009, the Company had a forfeiture balance of approximately \$322,374 and \$460,862, respectively. Employer contributions were reduced by \$355,675 and \$480,000 from forfeited nonvested accounts in 2010 and 2009, respectively.

Notes Receivable From Participants

The Plan permits participants who are active employees of the Company to borrow up to 50% of their vested account balance subject to a minimum of \$1,000 and a maximum of \$50,000. The loans are collateralized by the vested balance in the participant's account and bear interest as determined by the Plan administrator based on the prevailing interest rates in the market. Loans must be repaid within a maximum of five years through payroll deductions, unless the loan is used to acquire a dwelling unit which is to be used as the participant's principal residence, in which case it may be repaid over a period not to exceed ten years. Participants in legacy 401(k) Plans which transferred into the Yellowbook Inc. 401(k) Profit Sharing Plan when acquired by Yellowbook are grandfathered into the provisions existing in such legacy plans and can have loans outstanding that exceed ten years. At December 31, 2010, the interest rate on loans outstanding ranged from 4.00% to 11.5%.

Payment of Benefits

The value of a participant's account, including both the employee and the vested portion of the employer contributions and the earnings thereon, is payable to the participant upon retirement, disability or to the participant's beneficiary if death occurs during employment. Additionally, the value of participant's contributions and earnings thereon plus all vested employer contributions are payable upon termination.

Hardship Withdrawal

In case of serious financial hardship, as defined by the Plan, participants may be eligible to receive an emergency withdrawal of their pre-tax contributions.

Risks and Uncertainties

The Plan provides for various investment options in any combination of money market and mutual funds. These investment securities are exposed to various risks, such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the values of investment securities will occur in the near term and that such changes could materially affect participants' account balances and the amounts reported in the statements of net assets available for benefits.

A portion of the underlying assets of the mutual funds in which the Plan has invested may include derivative financial instruments. The Plan does not own any of such instruments directly. Such instruments are used primarily to hedge exposures associated with currency exchange rates, interest rates and other factors which may affect security value.

The Plan is exposed to credit loss in the event of nonperformance by the investment managers of the funds. However, the Plan does not anticipate nonperformance by the investment managers.

Investment Options

Contributions are invested by the Fidelity Investments Institutional Operations Company (a sub-service company of the "Trustee", Fidelity Management Trust Company) according to the options elected by the participants. All participant and employer contributions are directed by the

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

participant among the available investment options. Investment earnings are automatically reinvested into the fund or portfolio from which they were derived.

2. Summary of Significant Accounting Policies

Basis of Presentation

The financial statements are prepared on the accrual basis of accounting. In September 2010, the Financial Accounting Standards Board issued new guidance which clarifies how loans to participants should be classified and measured by defined contribution plans. For reporting purposes, participant loans shall be segregated from plan investments and classified as Notes Receivable from Participants on the Statement of Net Assets Available for Benefits. In addition, notes receivable from participants are required to be measured at their unpaid principal balance plus accrued unpaid interest and are no longer subject to the fair value measurement disclosure requirement. This new guidance was effective for periods ending after December 15, 2010 and applied retrospectively to all prior periods presented.

As a result of the adoption, participant loan balances of \$8.3 million and \$7.7 million have been reclassified from *Investments, at fair value* to Notes Receivable From Participants on the Statement of Net Assets Available for Benefits for 2010 and 2009, respectively.

Valuation of Investments and Income Recognition

The Plan's investments are reported at fair value. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Investment funds are valued at net asset value, as reported by fund managers.

The Plan presents in the Statement of Changes in Net Assets Available for Benefits the net appreciation (depreciation) in the fair value of its investments, which consists of the realized and unrealized gains or losses on those investments.

Purchases and sales of securities are recorded on a trade-date basis. Interest income is accrued as earned, and dividend income is recorded as of the ex-dividend date.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities included in the Statements of Net Assets Available for Benefits and the reported amount of net additions and deductions in the Statement of Changes in Net Assets Available for Benefits. Actual results could differ from those estimates.

Notes Receivable From Participants

Notes receivable from participants are measured at their unpaid principal balance plus any accrued but unpaid interest. Delinquent participant loans are reclassified as distributions based upon the terms of the plan document.

Payment of Benefits

Benefits are recorded when paid.

Contributions Receivable

Employer contributions receivable represent amounts due to the Plan resulting from a formal commitment, legal or contractual obligation for the Plan Sponsor to make a contribution.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

Recent Pronouncements

In January 2010, the FASB issued guidance which requires enhanced disclosures about transfers between levels of the three-level fair value hierarchy, requires separate disclosures of purchases, sales, issuances, and settlements in the rollforward of activity relating to Level 3 fair value measurements, and provides clarification of existing fair value disclosures. This guidance is effective for the Plan's annual reporting period ended December 31, 2010, except for the requirement to provide expanded disclosure in the rollforward of activity of Level 3 fair value measurements, which will be effective for the Plan's annual reporting period ending December 31, 2011. The adoption of this guidance did not have an effect on the Plan's financial statements for the Plan year ended December 31, 2010 as the plan does not invest in Level 3 investments.

In May 2011, the FASB issued guidance to improve the comparability of fair value measurements presented in financial statements prepared in accordance with U.S. generally accepted accounting principles ("GAAP") and International Financial Reporting Standards ("IFRS"). This guidance, which is effective for the Plan's annual reporting period ending December 31, 2012, clarifies the FASB's intent about the application of existing fair value measurement requirements and changes certain principles or requirements for measuring fair value or for disclosing information about fair value measurements. The Plan administrator is currently evaluating the impact of this guidance on the Plan's financial statements.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

3. Fair Value Measurements

The following table sets forth the Plan's financial assets measured at fair value on a recurring basis as of December 31, 2010 and 2009. These assets have been categorized according to the three-level fair value hierarchy established by ASC 820, which prioritizes the inputs used in measuring fair value. See Note 2 for the valuation methodology used to measure the fair value of these investments.

Fair Value at December 31, 2010				
	Level 1^(a)	Level 2^(b)	Level 3^(c)	Total
Mutual funds				
Blended fund	\$ 54,398,289	\$ -	\$ -	\$ 54,398,289
Growth fund	60,071,687	-	-	60,071,687
Value fund	13,722,760	-	-	13,722,760
Bond index fund	17,224,628	-	-	17,224,628
Target date retirement funds	57,560,167	-	-	57,560,167
Balanced fund	16,831,417	-	-	16,831,417
Money Market funds	-	26,390,615	-	26,390,615
	<u>\$ 219,808,948</u>	<u>\$ 26,390,615</u>	<u>\$ -</u>	<u>\$ 246,199,563</u>

Fair Value at December 31, 2009				
	Level 1^(a)	Level 2^(b)	Level 3^(c)	Total
Mutual funds				
Blended fund	\$ 49,889,715	\$ -	\$ -	\$ 49,889,715
Growth fund	55,706,272	-	-	55,706,272
Value fund	11,216,790	-	-	11,216,790
Bond index fund	14,887,041	-	-	14,887,041
Target date retirement funds	47,055,853	-	-	47,055,853
Balanced fund	16,532,566	-	-	16,532,566
Money Market funds	-	28,688,675	-	28,688,675
	<u>\$ 195,288,237</u>	<u>\$ 28,688,675</u>	<u>\$ -</u>	<u>\$ 223,976,912</u>

(a) Level 1 valuation is based on quoted prices for the asset in active markets.

(b) Level 2 valuation is based on inputs that are observable other than quoted market prices in Level 1, such as quoted prices for the asset in inactive markets or quoted prices for similar assets.

(c) Level 3 valuation is based on unobservable inputs reflecting the Plans' own assumptions about the assumptions that market participants would use in pricing the asset.

Assets valued using Level 1 inputs in the table above represent Mutual Funds from the Plan which are valued using net asset values quoted on active markets. Investments in mutual funds generally may be redeemed daily.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

Assets valued using Level 2 inputs in the table above represents Money Market Funds and are valued using inputs other than quoted prices included in Level 1 that are observable for the asset either directly or indirectly, including inputs in markets that are not considered to be active. The following table presents additional information regarding the Money Market Funds.

	Fair Value	Redemption Frequency	Redemption Notice Period
Fidelity Retirement Government Money Market Portfolio ^(A)	\$ 26,390,615	Daily	None

(A) The fund seeks income commensurate with securities issued by the U.S. Government or its agencies. Other investments include repurchase agreements in respect of these U.S. Government securities.

The plan held no assets at 12/31/10 that were valued using Level 3 inputs.

4. Information Certified by the Trustee

As of December 31, 2010 and 2009 and for the year ended December 31, 2010, the investment and investment income information included in the Plan's financial statements has been derived from information certified as complete and accurate by Fidelity Management Trust Company in accordance with 29 CFR 2520.103-5 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under ERISA. The following is a summary of the certified information:

	2010	2009
Investments consist of the following		
Fidelity Retirement Government Money Market Portfolio	\$ 26,390,615 *	\$ 28,688,675 *
Fidelity Puritan Fund	5,349,598	5,088,059
Fidelity Contrafund	33,661,782 *	31,460,588 *
Fidelity Growth and Income Portfolio	6,619,833	6,807,401
Fidelity Balanced Fund	11,481,820	11,444,507
Fidelity Investment Grade Bond Fund	11,901,548	10,229,843
Fidelity Diversified International Fund	16,968,656 *	16,601,375 *
Spartan 500 Index [Formerly: Spartan U.S. Equity Index Fund]	8,858,861	8,759,560
Fidelity Growth Company	10,693,249	9,254,022
Fidelity Low Price Stock	8,931,339	7,562,406
Fidelity Equity INC II	6,471,816	6,822,993
Fidelity Mid-Cap Stock	9,320,722	8,104,560
Fidelity Freedom Income	-	749,748
Fidelity Freedom 2000	-	1,015,517
Fidelity Freedom 2010	-	2,886,269
Fidelity Freedom 2020	-	6,700,334
Fidelity Freedom 2030	-	9,824,839
Fidelity Freedom 2040	-	8,554,297

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

	2010	2009
Investments consist of the following		
H&W Middle Capital Value I	5,692,877	3,681,411
Fidelity Small Capital Stock	5,483,385	4,555,048
Fidelity Magellan	4,237,125	4,971,404
Fidelity Cap Appreciation	2,158,808	1,915,698
Spartan International Index	2,488,128	1,763,406
Fidelity Freedom 2005	-	94,247
Fidelity Freedom 2015	-	3,163,562
Fidelity Freedom 2025	-	4,044,957
Fidelity Freedom 2035	-	3,819,413
Fidelity Freedom 2045	-	4,526,574
Fidelity Freedom 2050	-	2,425,845
Fidelity US Bond Index	5,323,080	4,657,198
Allianz NFJ Dividend Value	1,558,067	712,386
Davis New York Venture Fund	4,161,101	3,090,770
Fidelity Freedom K Income	886,986	-
Fidelity Freedom K 2000	1,052,266	-
Fidelity Freedom K 2005	439,558	-
Fidelity Freedom K 2010	2,950,717	-
Fidelity Freedom K 2015	3,903,733	-
Fidelity Freedom K 2020	8,060,749	-
Fidelity Freedom K 2025	5,261,029	-
Fidelity Freedom K 2030	11,688,926	-
Fidelity Freedom K 2035	4,858,248	-
Fidelity Freedom K 2040	10,241,017	-
Fidelity Freedom K 2045	5,733,192	-
Fidelity Freedom K 2050	3,370,732	-
	<u>\$ 246,199,563</u>	<u>\$ 223,976,912</u>

*The carrying value of investments represent 5% or more of the Plan's net assets available for benefits.

Investment income consists of the following

Net appreciation in fair value of investments	\$ 25,038,160
Interest and dividend income	<u>3,351,160</u>
Net Investment Income	<u>\$ 28,389,320</u>

5. Party-In-Interest Transactions

Certain Plan investments are shares of mutual funds managed by FMTC and therefore these transactions qualify as party-in-interest. Fees paid by the Plan to Fidelity Investments Institutional Operations Company, Inc. for record keeping and advisory services were \$99,130 for the year ended December 31, 2010. Net Investment income for funds managed by FMTC was \$26,423,698 for the year ended December 31, 2010.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

6. Plan Termination

Although it has not expressed any intent to do so, the Company has the right under the Plan to discontinue its contributions at any time and to terminate the Plan subject to the provisions of ERISA. In the event of termination, all participants' accounts shall become fully vested and distributed in accordance with the provisions of the Plan.

7. Income Tax Status

The IRS has determined and informed the Company by a letter dated May 25, 2005 that the Plan is qualified and the trust established under the Plan is tax exempt, under the appropriate sections of the Internal Revenue Code (the "Code"). The Plan has been amended since receiving the determination letter. However, the Plan Administrator and the Plan's Counsel believe that the Plan is designed and is currently being operated in compliance with the applicable requirements of the Internal Revenue Code.

Accounting principles generally accepted in the United States of America require plan management to evaluate tax positions taken by the Plan and recognize a tax liability if the Plan has taken an uncertain position that more likely than not would not be sustained upon examination by the Internal Revenue Service. The Plan Administrator has analyzed the tax positions by the Plan, and has concluded that as of December 31, 2010, there are no uncertain tax positions taken or expected to be taken that would require recognition of a liability or disclosure in the financial statements. The Plan is subject to routine audits by taxing jurisdictions; however, there are currently no audits for any tax periods in progress. The Plan Administrator believes it is no longer subject to income tax examinations for years prior to 2006.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Schedule H, line 4i - Schedule of Assets (Held at End of Year)
As of December 31, 2010

(a)	(b) Identity of Issue, Borrower, Lessor or Similar Party	(c) Description of Investment	(d) Cost	(e) Current Value
*	Fidelity Retirement Government Money Market Portfolio	Money Market	**	\$ 26,390,615
*	Fidelity Puritan Fund	Mutual Fund	**	5,349,598
*	Fidelity Contrafund	Mutual Fund	**	33,661,782
*	Fidelity Growth and Income Portfolio	Mutual Fund	**	6,619,833
*	Fidelity Balanced Fund	Mutual Fund	**	11,481,820
*	Fidelity Investment Grade Bond Fund	Mutual Fund	**	11,901,548
*	Fidelity Diversified International Fund	Mutual Fund	**	16,968,656
*	Spartan 500 Index	Mutual Fund	**	8,858,861
*	Fidelity Growth Co.	Mutual Fund	**	10,693,249
*	Fidelity Low Price Stock	Mutual Fund	**	8,931,339
*	Fidelity Equity INC II	Mutual Fund	**	6,471,816
*	Fidelity Mid-Cap Stock	Mutual Fund	**	9,320,722
*	Fidelity Freedom K Income	Mutual Fund	**	886,986
*	Fidelity Freedom K 2000	Mutual Fund	**	1,052,266
*	Fidelity Freedom K 2010	Mutual Fund	**	2,950,717
*	Fidelity Freedom K 2020	Mutual Fund	**	8,060,749
*	Fidelity Freedom K 2030	Mutual Fund	**	11,688,926
*	Fidelity Freedom K 2040	Mutual Fund	**	10,241,017
*	H&W Middle Capital Value I	Mutual Fund	**	5,692,877
*	Fidelity Small Capital Stock	Mutual Fund	**	5,483,385
*	Fidelity Magellan	Mutual Fund	**	4,237,125
*	Fidelity Cap Appreciation	Mutual Fund	**	2,158,808
*	Spartan International Index	Mutual Fund	**	2,488,128
*	Fidelity Freedom K 2005	Mutual Fund	**	439,558
*	Fidelity Freedom K 2015	Mutual Fund	**	3,903,733
*	Fidelity Freedom K 2025	Mutual Fund	**	5,261,029
*	Fidelity Freedom K 2035	Mutual Fund	**	4,858,248
*	Fidelity Freedom K 2045	Mutual Fund	**	5,733,192
*	Fidelity Freedom K 2050	Mutual Fund	**	3,370,732
*	Fidelity US BD Index	Mutual Fund	**	5,323,080
	Allianz NFJ Dividend Value	Mutual Fund	**	1,558,067
	Davis New York Venture Fund	Mutual Fund	**	4,161,101
*	Notes Receivable from Participants	Loans, interest rates range from 4.00% to 11.50%, range of maturity: 1 to 10 years, collateralized by participant account balances		8,362,257
				<u>\$ 254,561,820</u>

* Denotes party-in-interest

** Cost is not required for participant directed investments

The information in this schedule has been certified as to its completeness and accuracy by the Trustee,
Fidelity Management Trust Company.

**Yellowbook Inc. 401(k) Profit
Sharing Plan** (formerly Yellow Book USA
401(k) Profit Sharing Plan)
**Financial Statements and
Supplemental Schedule
December 31, 2010 and 2009**

Yellowbook Inc. (401k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Index to Financial Statements and Supplemental Schedule

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Statements of Net Assets Available for Benefits As of December 31, 2010 and 2009	2
Statement of Changes in Net Assets Available for Benefits For the Year Ended December 31, 2010	3
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Additional Information*	
Schedule H, line 4i – Schedule of Assets (Held at End of Year) As of December 31, 2010	12

- * Other schedules required by 29 CFR 2520.103-10 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974 (ERISA) have been omitted because they are not applicable.



Report of Independent Auditors

To the Participants and Administrator of
Yellowbook Inc. 401(k) Profit Sharing Plan (formerly Yellow Book USA 401(k) Profit Sharing Plan)

We were engaged to audit the financial statements and supplemental schedule of the Yellowbook Inc. 401(k) Profit Sharing Plan, (formerly Yellow Book USA 401(k) Profit Sharing Plan) (the "Plan") at December 31, 2010 and 2009 and for the year ended December 31, 2010, as listed in the accompanying index. These financial statements and 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 information summarized in Note 4, 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 that we did not audit, we are unable to, and do not, express an opinion on the accompanying financial statements and schedule taken as a whole. The form and content of the information included in the financial statements and schedule, other than that derived from the 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.

PricewaterhouseCoopers LLP

New York, NY
September 21, 2011

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Statements of Net Assets Available for Benefits
As of December 31, 2010 and 2009

	2010	2009
Assets		
Investments, at fair value (Note 2, 3 and 4)		
Mutual funds	\$ 219,808,948	\$ 195,288,237
Money market fund	26,390,615	28,688,675
Total investments	<u>246,199,563</u>	<u>223,976,912</u>
Receivables		
Notes receivable from participants	8,362,257	7,708,994
Employer contributions	3,258,371	3,545,312
Participant contributions	509,350	863,510
Total receivables	<u>12,129,978</u>	<u>12,117,816</u>
Total assets	<u>258,329,541</u>	<u>236,094,728</u>
Liabilities		
Return of excess contributions	-	(165,254)
Total liabilities	<u>-</u>	<u>(165,254)</u>
Net assets available for benefits	<u>\$ 258,329,541</u>	<u>\$ 235,929,474</u>

The accompanying notes are an integral part of these financial statements.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Statement of Changes in Net Assets Available for Benefits
For the Year Ended December 31, 2010

	2010
Additions (deductions) to net assets attributed to	
Investment income	
Net appreciation in fair value of investments	\$ 25,038,160
Interest and dividend income	3,351,160
Total investment income	<u>28,389,320</u>
Interest Income on Notes Receivable from Participants	<u>409,391</u>
Contributions	
Employer contributions	3,258,371
Participant contributions	21,277,216
Participant rollovers	1,608,926
Total contributions	<u>26,144,513</u>
Deductions from net assets attributed to	
Benefits paid to participants	(32,444,027)
Administrative expenses	(99,130)
Total deductions	<u>(32,543,157)</u>
Net increase	<u>22,400,067</u>
Net assets available for benefits	
Beginning of year	<u>235,929,474</u>
End of year	<u>\$ 258,329,541</u>

The accompanying notes are an integral part of these financial statements.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

1. Description of the Plan

The following description of the Yellowbook Inc. 401(k) Profit Sharing Plan (formerly the Yellow Book USA 401(k) Profit Sharing Plan) (the "Plan") provides only general information. Participants should refer to the Plan agreement for a more complete description of the Plan's provisions. The plan changed its name from Yellow Book USA 401(k) Profit Sharing Plan to Yellowbook Inc. 401(k) Profit Sharing Plan effective April 1, 2011.

General

The Plan is a defined contribution plan subject to the provisions of the Employee Retirement Income Security Act of 1974 ("ERISA").

The Plan provides deferred retirement and savings benefits to Plan participants based upon (a) amounts contributed to the participant's account by the employee and employer; and (b) investment income or loss. Employee contributions made to the Plan are credited to each participant's account through salary deductions. Yellowbook's (the "Company") matching contribution and discretionary profit sharing contributions, if any, are paid annually to the Plan.

Eligibility and Participation

Employees are eligible for participation in the Plan on the first of the month following the date in which employment commences. Employees are eligible to receive employer matching contributions only if they are employed with the Company on the last day of the Plan year and have completed 1,000 hours of service during the Plan year.

Contributions

Participants may contribute up to 60% of their annual eligible pre-tax compensation up to the Internal Revenue Service ("IRS") limit of \$16,500 for 2010. Annually, at its election, the Company makes a matching contribution. The matching contribution for 2010 was 25% of the first 6% of participant's eligible compensation contributed to the Plan. Contributions under the Plan are generally based on total compensation paid by the Company up to the maximum compensation limit of \$245,000 for 2010. In addition, the Company may make discretionary profit sharing contributions to the Plan on behalf of eligible participants. The Company did not make any discretionary profit sharing contributions to the Plan in 2010.

For purposes of determining contributions, compensation is defined as total wages and salary of an employee, including any overtime pay, bonuses and commissions, and excluding holiday bonus and security grants.

Administrative Expenses

At the Company's option, certain expenses related to the administration of the Plan may be paid by the Company. Otherwise, the expenses of the Plan are paid directly by the Plan.

Vesting

Participants are immediately vested in their own contributions and earnings (losses) thereon. Participants become vested in benefits arising from the Company's discretionary matching and profit sharing contributions ratably over three years.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

Forfeitures

If a participant terminates service prior to being fully vested in the employer matching contribution, unvested amounts are forfeited and will be used to reduce future employer contributions to the Plan. Employer matching contributions of approximately \$340,375 and \$484,508 were forfeited in 2010 and 2009, respectively. As of December 31, 2010 and 2009, the Company had a forfeiture balance of approximately \$322,374 and \$460,862, respectively. Employer contributions were reduced by \$355,675 and \$480,000 from forfeited nonvested accounts in 2010 and 2009, respectively.

Notes Receivable From Participants

The Plan permits participants who are active employees of the Company to borrow up to 50% of their vested account balance subject to a minimum of \$1,000 and a maximum of \$50,000. The loans are collateralized by the vested balance in the participant's account and bear interest as determined by the Plan administrator based on the prevailing interest rates in the market. Loans must be repaid within a maximum of five years through payroll deductions, unless the loan is used to acquire a dwelling unit which is to be used as the participant's principal residence, in which case it may be repaid over a period not to exceed ten years. Participants in legacy 401(k) Plans which transferred into the Yellowbook Inc. 401(k) Profit Sharing Plan when acquired by Yellowbook are grandfathered into the provisions existing in such legacy plans and can have loans outstanding that exceed ten years. At December 31, 2010, the interest rate on loans outstanding ranged from 4.00% to 11.5%.

Payment of Benefits

The value of a participant's account, including both the employee and the vested portion of the employer contributions and the earnings thereon, is payable to the participant upon retirement, disability or to the participant's beneficiary if death occurs during employment. Additionally, the value of participant's contributions and earnings thereon plus all vested employer contributions are payable upon termination.

Hardship Withdrawal

In case of serious financial hardship, as defined by the Plan, participants may be eligible to receive an emergency withdrawal of their pre-tax contributions.

Risks and Uncertainties

The Plan provides for various investment options in any combination of money market and mutual funds. These investment securities are exposed to various risks, such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the values of investment securities will occur in the near term and that such changes could materially affect participants' account balances and the amounts reported in the statements of net assets available for benefits.

A portion of the underlying assets of the mutual funds in which the Plan has invested may include derivative financial instruments. The Plan does not own any of such instruments directly. Such instruments are used primarily to hedge exposures associated with currency exchange rates, interest rates and other factors which may affect security value.

The Plan is exposed to credit loss in the event of nonperformance by the investment managers of the funds. However, the Plan does not anticipate nonperformance by the investment managers.

Investment Options

Contributions are invested by the Fidelity Investments Institutional Operations Company (a sub-service company of the "Trustee", Fidelity Management Trust Company) according to the options elected by the participants. All participant and employer contributions are directed by the

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

participant among the available investment options. Investment earnings are automatically reinvested into the fund or portfolio from which they were derived.

2. Summary of Significant Accounting Policies

Basis of Presentation

The financial statements are prepared on the accrual basis of accounting. In September 2010, the Financial Accounting Standards Board issued new guidance which clarifies how loans to participants should be classified and measured by defined contribution plans. For reporting purposes, participant loans shall be segregated from plan investments and classified as Notes Receivable from Participants on the Statement of Net Assets Available for Benefits. In addition, notes receivable from participants are required to be measured at their unpaid principal balance plus accrued unpaid interest and are no longer subject to the fair value measurement disclosure requirement. This new guidance was effective for periods ending after December 15, 2010 and applied retrospectively to all prior periods presented.

As a result of the adoption, participant loan balances of \$8.3 million and \$7.7 million have been reclassified from *Investments, at fair value* to Notes Receivable From Participants on the Statement of Net Assets Available for Benefits for 2010 and 2009, respectively.

Valuation of Investments and Income Recognition

The Plan's investments are reported at fair value. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Investment funds are valued at net asset value, as reported by fund managers.

The Plan presents in the Statement of Changes in Net Assets Available for Benefits the net appreciation (depreciation) in the fair value of its investments, which consists of the realized and unrealized gains or losses on those investments.

Purchases and sales of securities are recorded on a trade-date basis. Interest income is accrued as earned, and dividend income is recorded as of the ex-dividend date.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities included in the Statements of Net Assets Available for Benefits and the reported amount of net additions and deductions in the Statement of Changes in Net Assets Available for Benefits. Actual results could differ from those estimates.

Notes Receivable From Participants

Notes receivable from participants are measured at their unpaid principal balance plus any accrued but unpaid interest. Delinquent participant loans are reclassified as distributions based upon the terms of the plan document.

Payment of Benefits

Benefits are recorded when paid.

Contributions Receivable

Employer contributions receivable represent amounts due to the Plan resulting from a formal commitment, legal or contractual obligation for the Plan Sponsor to make a contribution.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

Recent Pronouncements

In January 2010, the FASB issued guidance which requires enhanced disclosures about transfers between levels of the three-level fair value hierarchy, requires separate disclosures of purchases, sales, issuances, and settlements in the rollforward of activity relating to Level 3 fair value measurements, and provides clarification of existing fair value disclosures. This guidance is effective for the Plan's annual reporting period ended December 31, 2010, except for the requirement to provide expanded disclosure in the rollforward of activity of Level 3 fair value measurements, which will be effective for the Plan's annual reporting period ending December 31, 2011. The adoption of this guidance did not have an effect on the Plan's financial statements for the Plan year ended December 31, 2010 as the plan does not invest in Level 3 investments.

In May 2011, the FASB issued guidance to improve the comparability of fair value measurements presented in financial statements prepared in accordance with U.S. generally accepted accounting principles ("GAAP") and International Financial Reporting Standards ("IFRS"). This guidance, which is effective for the Plan's annual reporting period ending December 31, 2012, clarifies the FASB's intent about the application of existing fair value measurement requirements and changes certain principles or requirements for measuring fair value or for disclosing information about fair value measurements. The Plan administrator is currently evaluating the impact of this guidance on the Plan's financial statements.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

3. Fair Value Measurements

The following table sets forth the Plan's financial assets measured at fair value on a recurring basis as of December 31, 2010 and 2009. These assets have been categorized according to the three-level fair value hierarchy established by ASC 820, which prioritizes the inputs used in measuring fair value. See Note 2 for the valuation methodology used to measure the fair value of these investments.

Fair Value at December 31, 2010				
	Level 1^(a)	Level 2^(b)	Level 3^(c)	Total
Mutual funds				
Blended fund	\$ 54,398,289	\$ -	\$ -	\$ 54,398,289
Growth fund	60,071,687	-	-	60,071,687
Value fund	13,722,760	-	-	13,722,760
Bond index fund	17,224,628	-	-	17,224,628
Target date retirement funds	57,560,167	-	-	57,560,167
Balanced fund	16,831,417	-	-	16,831,417
Money Market funds	-	26,390,615	-	26,390,615
	<u>\$ 219,808,948</u>	<u>\$ 26,390,615</u>	<u>\$ -</u>	<u>\$ 246,199,563</u>

Fair Value at December 31, 2009				
	Level 1^(a)	Level 2^(b)	Level 3^(c)	Total
Mutual funds				
Blended fund	\$ 49,889,715	\$ -	\$ -	\$ 49,889,715
Growth fund	55,706,272	-	-	55,706,272
Value fund	11,216,790	-	-	11,216,790
Bond index fund	14,887,041	-	-	14,887,041
Target date retirement funds	47,055,853	-	-	47,055,853
Balanced fund	16,532,566	-	-	16,532,566
Money Market funds	-	28,688,675	-	28,688,675
	<u>\$ 195,288,237</u>	<u>\$ 28,688,675</u>	<u>\$ -</u>	<u>\$ 223,976,912</u>

(a) Level 1 valuation is based on quoted prices for the asset in active markets.

(b) Level 2 valuation is based on inputs that are observable other than quoted market prices in Level 1, such as quoted prices for the asset in inactive markets or quoted prices for similar assets.

(c) Level 3 valuation is based on unobservable inputs reflecting the Plans' own assumptions about the assumptions that market participants would use in pricing the asset.

Assets valued using Level 1 inputs in the table above represent Mutual Funds from the Plan which are valued using net asset values quoted on active markets. Investments in mutual funds generally may be redeemed daily.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

Assets valued using Level 2 inputs in the table above represents Money Market Funds and are valued using inputs other than quoted prices included in Level 1 that are observable for the asset either directly or indirectly, including inputs in markets that are not considered to be active. The following table presents additional information regarding the Money Market Funds.

	Fair Value	Redemption Frequency	Redemption Notice Period
Fidelity Retirement Government Money Market Portfolio ^(A)	\$ 26,390,615	Daily	None

(A) The fund seeks income commensurate with securities issued by the U.S. Government or its agencies. Other investments include repurchase agreements in respect of these U.S. Government securities.

The plan held no assets at 12/31/10 that were valued using Level 3 inputs.

4. Information Certified by the Trustee

As of December 31, 2010 and 2009 and for the year ended December 31, 2010, the investment and investment income information included in the Plan's financial statements has been derived from information certified as complete and accurate by Fidelity Management Trust Company in accordance with 29 CFR 2520.103-5 of the Department of Labor's Rules and Regulations for Reporting and Disclosure under ERISA. The following is a summary of the certified information:

	2010	2009
Investments consist of the following		
Fidelity Retirement Government Money Market Portfolio	\$ 26,390,615 *	\$ 28,688,675 *
Fidelity Puritan Fund	5,349,598	5,088,059
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Yellowbook Inc. 401(k) Profit Sharing Plan
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	<u>\$ 246,199,563</u>	<u>\$ 223,976,912</u>

*The carrying value of investments represent 5% or more of the Plan's net assets available for benefits.

Investment income consists of the following

Net appreciation in fair value of investments	\$ 25,038,160
Interest and dividend income	<u>3,351,160</u>
Net Investment Income	<u>\$ 28,389,320</u>

5. Party-In-Interest Transactions

Certain Plan investments are shares of mutual funds managed by FMTC and therefore these transactions qualify as party-in-interest. Fees paid by the Plan to Fidelity Investments Institutional Operations Company, Inc. for record keeping and advisory services were \$99,130 for the year ended December 31, 2010. Net Investment income for funds managed by FMTC was \$26,423,698 for the year ended December 31, 2010.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Notes to Financial Statements
December 31, 2010 and 2009

6. Plan Termination

Although it has not expressed any intent to do so, the Company has the right under the Plan to discontinue its contributions at any time and to terminate the Plan subject to the provisions of ERISA. In the event of termination, all participants' accounts shall become fully vested and distributed in accordance with the provisions of the Plan.

7. Income Tax Status

The IRS has determined and informed the Company by a letter dated May 25, 2005 that the Plan is qualified and the trust established under the Plan is tax exempt, under the appropriate sections of the Internal Revenue Code (the "Code"). The Plan has been amended since receiving the determination letter. However, the Plan Administrator and the Plan's Counsel believe that the Plan is designed and is currently being operated in compliance with the applicable requirements of the Internal Revenue Code.

Accounting principles generally accepted in the United States of America require plan management to evaluate tax positions taken by the Plan and recognize a tax liability if the Plan has taken an uncertain position that more likely than not would not be sustained upon examination by the Internal Revenue Service. The Plan Administrator has analyzed the tax positions by the Plan, and has concluded that as of December 31, 2010, there are no uncertain tax positions taken or expected to be taken that would require recognition of a liability or disclosure in the financial statements. The Plan is subject to routine audits by taxing jurisdictions; however, there are currently no audits for any tax periods in progress. The Plan Administrator believes it is no longer subject to income tax examinations for years prior to 2006.

Yellowbook Inc. 401(k) Profit Sharing Plan
(formerly Yellow Book USA 401(k) Profit Sharing Plan)
Schedule H, line 4i - Schedule of Assets (Held at End of Year)
As of December 31, 2010

(a)	(b) Identity of Issue, Borrower, Lessor or Similar Party	(c) Description of Investment	(d) Cost	(e) Current Value
*	Fidelity Retirement Government Money Market Portfolio	Money Market	**	\$ 26,390,615
*	Fidelity Puritan Fund	Mutual Fund	**	5,349,598
*	Fidelity Contrafund	Mutual Fund	**	33,661,782
*	Fidelity Growth and Income Portfolio	Mutual Fund	**	6,619,833
*	Fidelity Balanced Fund	Mutual Fund	**	11,481,820
*	Fidelity Investment Grade Bond Fund	Mutual Fund	**	11,901,548
*	Fidelity Diversified International Fund	Mutual Fund	**	16,968,656
*	Spartan 500 Index	Mutual Fund	**	8,858,861
*	Fidelity Growth Co.	Mutual Fund	**	10,693,249
*	Fidelity Low Price Stock	Mutual Fund	**	8,931,339
*	Fidelity Equity INC II	Mutual Fund	**	6,471,816
*	Fidelity Mid-Cap Stock	Mutual Fund	**	9,320,722
*	Fidelity Freedom K Income	Mutual Fund	**	886,986
*	Fidelity Freedom K 2000	Mutual Fund	**	1,052,266
*	Fidelity Freedom K 2010	Mutual Fund	**	2,950,717
*	Fidelity Freedom K 2020	Mutual Fund	**	8,060,749
*	Fidelity Freedom K 2030	Mutual Fund	**	11,688,926
*	Fidelity Freedom K 2040	Mutual Fund	**	10,241,017
*	H&W Middle Capital Value I	Mutual Fund	**	5,692,877
*	Fidelity Small Capital Stock	Mutual Fund	**	5,483,385
*	Fidelity Magellan	Mutual Fund	**	4,237,125
*	Fidelity Cap Appreciation	Mutual Fund	**	2,158,808
*	Spartan International Index	Mutual Fund	**	2,488,128
*	Fidelity Freedom K 2005	Mutual Fund	**	439,558
*	Fidelity Freedom K 2015	Mutual Fund	**	3,903,733
*	Fidelity Freedom K 2025	Mutual Fund	**	5,261,029
*	Fidelity Freedom K 2035	Mutual Fund	**	4,858,248
*	Fidelity Freedom K 2045	Mutual Fund	**	5,733,192
*	Fidelity Freedom K 2050	Mutual Fund	**	3,370,732
*	Fidelity US BD Index	Mutual Fund	**	5,323,080
	Allianz NFJ Dividend Value	Mutual Fund	**	1,558,067
	Davis New York Venture Fund	Mutual Fund	**	4,161,101
*	Notes Receivable from Participants	Loans, interest rates range from 4.00% to 11.50%, range of maturity: 1 to 10 years, collateralized by participant account balances		8,362,257
				<u>\$ 254,561,820</u>

* Denotes party-in-interest

** Cost is not required for participant directed investments

The information in this schedule has been certified as to its completeness and accuracy by the Trustee,
Fidelity Management Trust Company.