

Press Release

Source: DAG Media, Inc.

Forbes.com Reports on Online Local Search Market Heating Up
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DAG Media, Inc. Prominently Featured

NEW YORK, May 2 /PRNewswire-FirstCall/ -- DAG Media, Inc.'s (Nasdaq: [DAGM - News](#)) new venture NextYellow.com, a comprehensive online yellow pages that offers an innovative approach to the conventional online directory, was featured on Forbes.com. The article identifies Next Yellow as filling the void of what larger search engines have ignored.

Forbes.com points out that while the top five Internet search sites dominate nearly every other part of the Web, Next Yellow focuses on the still unclaimed area of convenient local business information. Instead of local "search," Next Yellow offers local "match." The Next Yellow method avoids the search engine user experience of wading through pages of results (and advertisements) and then contacting multiple businesses individually. Instead, a user fills out a simple Next Yellow form describing their need. After they submit, Next Yellow matches the consumer's need with appropriate local businesses and then uses a messaging system to send the request directly to these businesses. The businesses then contact the customer directly.

Assaf Ran, Chief Executive Officer of DAG Media, Inc., told Forbes.com, "The auctioned-off, pay-per-click pricing for ads at search engines like Google and Yahoo! are far too complicated for small retail and service businesses.

"The reason we haven't seen a significant increase in revenues in the online directory industry is because, for users, the model is no better than using a phone book," said Ran.

DAG Media, Inc. has a 16-year history in publishing and distributing Yellow Pages and business directories for domestic niche markets, as well as a corresponding website: www.dagmedia.com.

To see the full article, visit: http://www.forbes.com/home/technology/2006/04/28/yahoo-google-local_cx_rr_0501local.html.

The Next Yellow Alpha preview site went live on April 14, with a full service launch planned in June.

For more information about Next Yellow, please contact Melody Serafino, The Rosen Group, at 212.255.8455 ext. 30 or Melody@rosengrouppr.com.

Forward-looking statements in this release are made pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including, without limitation, the risks with marketing of its new on-line software solution, the continued acceptance of the Company's new and existing products, increased levels of competition, new products introduced by competitors, changes in the rates of subscriber acquisition and retention, and other risks detailed from time to time in the Company's periodic reports filed with the Securities and Exchange Commission.

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