



Association of Directory Publishers

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President & CEO

SOMETHING VERY IMPORTANT YOU SHOULD KNOW

October 10, 2007

To: All ADP Members

Fr: Your Directors and President

Re: Industry Aggregation Discussions

The following article appeared in the October issue of the ADM Flash which was distributed yesterday:

“In mid-August, the ADM CMR Board engaged the services of association specialist Charles Rumbarger, who was instrumental in establishing the Association of Directory Marketing in 1993, to examine the feasibility of aggregating the three associations that serve the yellow pages industry. Rumbarger presented his report to the CMR Board on September 9 during its meeting at the ADM Annual Conference in Salt Lake City. After devoting considerable time to review and discussion, the CMR Board voted unanimously to continue exploration of all options.

While it’s very early in the process and no decisions have been made, the ADM CMR Board feels there is sufficient mutual benefit to engage in talks with the Yellow Pages Association and Association of Directory Publishers. The purpose is to determine whether a new, unified organization can better address the needs of CMRs, publishers and suppliers and create more revenue opportunities in a new media world.

ADM Chairman Stuart McKelvey, who is CEO of TMP Directional Marketing, invited YPA and ADP to join ADM in exploring aggregating the yellow pages associations. He strongly feels the Associations have a common goal in growing the industry. McKelvey urged the industry to band together to fight other media and eliminate infighting. The industry should cooperate and focus on common goals rather than differences. This is critical because the marketplace is undergoing tectonic shifts, and consumer media consumption is dramatically changing.”

ADP has known about this initiative for a month now. As always, ADP is interested in participating in any discussions that have the potential to benefit its members and the industry. I have been asked by Board Chairman Sieg Fischer to represent ADP during these initial exploratory discussions on the ADM initiative and to prepare a report for our Directors, who will be meeting soon by conference call to determine whether it is in the general best interests of ADP and its members to continue as part of the dialogue.

At this point, the idea has been floated and not much more. I am issuing this Advisory today to make certain that the ADP membership is fully informed of the existence of this initiative and, in the hope that by keeping the membership so informed, to avoid the “angst” that often accompanies these types of initiatives that can result from misinformation, distortions of fact, hasty conclusions, innuendo, overreactions, rumors, emotions, etc. Right now, any reaction could only be “much ado over nothing.”

So, please, let’s allow these discussions to evolve, knowing that your Directors and I are absolutely committed both to keeping you informed of any traction this initiative might gain and to seeking your input if that should happen.

Ultimately, understand that the voting membership of the Association is in absolute control. No aggregation, in whatever form might possibly emerge, can be effected without the approval of our voting membership.