

**DDC2006: The Future of Yellow Pages
PRESS RELEASE TEMPLATE FOR SPEAKERS**

Contact:

[Your PR contact name]
[Company name]
[phone]
[e-mail]

For Immediate Release

**[Executive's Name/Company Name] to Speak at DDC2006, The Kelsey Group's
Annual Yellow Pages Conference, September 18-20 in Los Angeles**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at “Directory Driven Commerce 2006” (DDC2006: The Future of Yellow Pages), The Kelsey Group’s annual Yellow Pages conference, taking place September 18-20, 2006 at the Hyatt Century Plaza Hotel, Los Angeles, California. The theme of this year’s event is “Adapting to a Shifting Marketplace.” [Speaker Name] will participate on a panel entitled, [Panel Title], scheduled at [Time] on day [1, 2 or 3] of the conference.

[Insert quote from speaker about participation.]

“We have assembled an extraordinary line-up of speakers representing every segment of the industry—publishers, suppliers, advertisers and investors—to examine the future of the Yellow Pages business,” said Charles Laughlin, Kelsey Group analyst and DDC2006 conference chair. “We are fortunate to have [Speaker Name] among our roster of speakers, and we look forward to [his/her] contribution to the conference.”

About DDC2006

DDC2006 is The Kelsey Group’s 19th-annual Yellow Pages conference, attracting the widest and most diverse audience in the Yellow Pages community. The conference agenda reflects the priorities of today’s publishers, which must balance the need to focus on the basics – selling and publishing the best print directories they can in the current economy, while finding ways to achieve sustainable, long-term growth. For more information regarding DDC2006, contact The Kelsey Group by phone at (609) 921-7200 Ext. 10, or visit www.kelseygroup.com/ddc2006.

About [Company Name]

[Insert your company boilerplate.]

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