

**DDC2007: The Future of Yellow Pages
PRESS RELEASE TEMPLATE FOR SPEAKERS**

Contact:

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For Immediate Release

**[Executive's Name/Company Name] to Speak at DDC2007, The Kelsey Group's
Annual Yellow Pages Conference, September 17-19 in Reston, Virginia**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at “Directory Driven Commerce 2007” (DDC2007: The Future of Yellow Pages), The Kelsey Group’s annual Yellow Pages conference, taking place September 17-19, 2007 at the Hyatt Regency Reston, Reston, Virginia. [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 DDC2007 Conference Chair Charles Laughlin, senior vice president and managing editor, The Kelsey Group. “We are fortunate to have [Speaker Name] among our roster of speakers, and we look forward to [his/her] contribution to the conference.”

About DDC2007: The Future of Yellow Pages

DDC2007: The Future of Yellow Pages is The Kelsey Group’s 28th 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 in a changing marketplace. For more information regarding DDC2007, visit www.kelseygroup.com/ddc2007.

About [Company Name]

[Insert your company boilerplate.]

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