



FOR IMMEDIATE RELEASE

**[Executive's Name/Company Name] to Speak at Directional Media Strategies 2009,
The Kelsey Group's Annual Yellow Pages Conference, Sept. 22-24 in Orlando**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at Directional Media Strategies 2009: The Multiplatform Opportunity (DMS '09), The Kelsey Group's annual Yellow Pages conference, taking place Sept. 22-24, 2009 at the Hyatt Regency Grand Cypress, Orlando, Florida (www.kelseygroup.com/DMS2009). The Kelsey Group is partnering with the Yellow Pages Association (www.ypassociation.org) in programming and marketing this year's event, creating the most complete and dynamic conference covering the global Yellow Pages business. [Speaker Name] will participate on a panel titled, [Panel Title], scheduled at [Time] on day [1, 2 or 3] of the conference.

[Insert quote from speaker about participation.]

"This is an extraordinary period in the evolution of the directory publishing industry—a new, multiplatform business model is forming before our eyes, creating opportunities for both traditional and new media players," said DMS '09 Conference Chairman Charles Laughlin, senior vice president and managing editor, The Kelsey Group. "DMS '09 will bring together the most influential companies and executives in the global directional media business to share their views on today's challenges and the strategies that are shaping the multiplatform future. We are fortunate to have [Speaker Name] among our roster of speakers, and we look forward to [his/her] contribution to the conference program."

About DMS '09

Directional Media Strategies 2009: The Multiplatform Opportunity (DMS '09) is The Kelsey Group's 30th Yellow Pages and directories conference dedicated to the future of the Yellow Pages industry. In 2009, The Kelsey Group is partnering with the Yellow Pages Association (YPA) to bring DMS '09 to the widest and most diverse audience of senior executives from across the global directional media industry. DMS '09 will reflect the challenges and opportunities presented by the changing local media landscape. Sessions will cover the priorities of today's traditional and online publishers, which must balance the need to focus on the basics—selling and publishing the best directory products they can in the current economy, while finding ways to achieve sustainable, long-term growth and strategic advantage in a multiplatform marketplace. For more information regarding DMS '09, visit www.kelseygroup.com/DMS2009.

About [Company Name]

[Insert your company boilerplate.]

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