



**FOR IMMEDIATE RELEASE**

**[Executive's Name/Company Name] to Speak at Directional Media Strategies 2010, BIA/Kelsey's Annual Yellow Pages Conference, Sept. 14-16 in Dallas**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at Directional Media Strategies 2010 (DMS '10: Yellow Pages and Beyond), BIA/Kelsey's annual Yellow pages conference, taking place Sept. 14-16, 2010 in Dallas, Texas ([www.kelseygroup.com/dms2010](http://www.kelseygroup.com/dms2010)). For the second consecutive year, BIA/Kelsey is partnering with the Yellow Pages Association ([www.ypassociation.org](http://www.ypassociation.org)) in programming and marketing this event. [Speaker Name] will participate on a panel titled, [Panel Title].

[Insert quote from speaker about participation.]

"Today's Yellow Pages industry will bear little resemblance to the industry of five years down the road," said DMS '10 Conference Chairman Charles Laughlin, senior vice president, program director, The Kelsey Report® and managing editor, BIA/Kelsey. "We see this traditional media business transitioning to something that blends media production with consulting, software and services for small-business advertisers. DMS '10 will bring together the most influential companies and executives in the global directional media business to share their views on the strategies that are shaping the future of this industry. 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 '10: Yellow Pages and Beyond**

Directional Media Strategies 2010 (DMS '10: Yellow Pages and Beyond) is BIA/Kelsey's 31st conference dedicated to the future of the Yellow Pages industry. For the second consecutive year, BIA/Kelsey is partnering with the Yellow Pages Association (YPA) to bring this event to the widest and most diverse audience of senior executives from across the global directional media industry. DMS '10 will present a vision of the industry in 2015 and beyond. Sessions will drill deeply into the drivers of the Yellow Pages business in the future, with a focus on the building blocks of a diversified operation. For more information regarding DMS '10, visit [www.kelseygroup.com/DMS2010](http://www.kelseygroup.com/DMS2010).

DMS '10 is produced by BIA/Kelsey, the leading provider of research, consulting, advisory services, valuation services and conferences for companies in the local media space. Additional information is available at [www.bia.com](http://www.bia.com) and [www.kelseygroup.com](http://www.kelseygroup.com). The company's blogs include: Global Yellow Pages - <http://blog.kelseygroup.com/yellow-pages/>; Local Media Watch - <http://blog.kelseygroup.com/>; Mobile Local Media - <http://blog.kelseygroup.com/mobile/>; and Digital Strategies for Broadcasting - <http://blog.bia.com/bia/>. BIA/Kelsey is on Twitter at <http://twitter.com/BIAKelsey>.

**About [Company Name]**

[Insert your company boilerplate.]

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