



* Important Message to BBB Accredited Businesses *

Dear Accredited Business:

I am very excited to introduce a new partner in BBB benefits. Yellow Page City, Inc., headquartered in Rochester, NY, is a BBB accredited business who is taking over daily management of our very successful Google top-placement listings and combining this venture with their own internet-based marketing programs. Together, this comprehensive marketing plan harnesses the power of Google and the BBB brand to bring accredited businesses like yours increased online exposure at very affordable rates.

Our Google "Get Noticed" program has grown significantly over the past two years. With their extensive experience and proven track record, we believe YPC has the resources to administer this program far more effectively than we can. As a result, we will be able to offer this benefit to more accredited businesses than ever before.

How it Works:

YPC purchases online advertising keywords so that many of our "Business Types" appear at or near the top of most Google searches (Home Improvements, Insurance, Auto Repair, Pest Control, etc.). So, for example, a search result for "Richmond Roofers" might appear at the top of the Google search results reading, "BBB Roofers - Find a BBB Roofer You Can Trust." Consumers would then be taken directly to the BBB roster of accredited roofers where your banner ad may be featured in one of only a limited number of top rotating spots. The ad not only clicks through to your BBB online Business Review and rating, it also lists your phone, address and website. Consumers can Request A Quote from you, and a coupon may also be added at no additional charge.

We all know how important an internet presence has become for today's businesses. I encourage you to consider participating in this program where you can significantly increase your exposure on the internet. You will be promoting your excellent BBB rating - for an incredibly low investment.

Participation in this program must be limited to assure maximum effectiveness. If you would like to participate or learn more, please call Lana Schultz at (800) 721-6839 or email lschultz@yellowpagecity.com today.

Sincerely,

A handwritten signature in blue ink that reads "Thomas J. Gallagher".

Thomas J. Gallagher, President/CEO
BBB serving Central Virginia