



## Important Notice to all TDS Directory Operations Customers

Dear Customer

TDS as brand owner and publisher of the Yellow Pages, Phone Book, Internet Yellow Pages, The Talking Yellow Pages and Leisure Pages, is the largest supplier of directional information to South African users. We print and distribute more than 7,5 million directories annually producing in excess of 92 million business referrals. All our advertisers have access to our trained consultants to assist them in planning their advertising campaigns.

Over the years many of our advertisers have been approached by individuals calling themselves Yellow Page or Directory consultants. They are independent consultants who try to persuade you to reduce your Yellow Pages costs. For their services they charge you a percentage of the amount they have reduced your advertising by. This is a decision you can make free of charge, however if you are writing them a cheque you are not saving money. In fact what you are effectively doing, is decreasing your exposure, so putting you at risk at potentially losing business.

Other independent consultants are charging a flat fee for updating your entries in the white pages i.e. Bold Types additional entries etc. Their message to customers are often confusing and create the impression that they approach you on our behalf or on our request. TDS is the only company who can update your entries and you still have to pay TDS for the advertising. However as they do not have the correct details or prices for these updates, information given to you is often misleading and lends itself towards misrepresentation. We are in no ways affiliated to these consultants and deal with all our customers directly, either telephonically or one-on-one. TDS updates your entries without charging the extra flat fee and you can therefore save money to go directly via TDS. Both of the above types of independent consultants are strangers to your business. Often they mislead you into believing that they are acting on TDS's behalf. But in actual fact they really do not have any real knowledge of your business and of the advertising program built up over the years by the TDS trained consultants.

In recent years, there have also been directory competitors who have brought out a publication in direct competition to us. Competition is healthy for our industry. While other directories are available for you to use, most do not enjoy the high usage and proven acceptance that Yellow Pages has. Our products have proven beyond doubt that they are cost effective and give you the advertiser a beneficial return on your investment.

Please note that the following businesses are not affiliated or associated with TDS and are not authorized to contact customers on our behalf:

Effective Enquiries CC  
Directory Solutions CC  
Professional Directory Placements  
Crystal Consultancy  
Super Pages (Pty) Ltd  
Africa Advertising CC  
Access Advertising CC  
ADS 4 Africa

For more information or clarity regarding any of these matters, please call your local TDS consultant or TDS Customer Care Line 0860 YELLOW (086 093 5569)

Yours sincerely

Macdonald Gumbi  
GM-Marketing.