### IN THE SUPERIOR COURT FOR THE STATE OF ALASKA THIRD JUDICIAL DISTRICT AT ANCHORAGE

STATE OF ALASKA,	§	
	§	
Plaintiff,	§	
	§	
v.	§	
CONTROL OF THE RESERVE OF THE SECOND OF THE	8	
YELLOW PAGES, INC.,	§	
d/b/a www.YellowPagesInc.com,	§	
ELECTRONIC DIRECTORIES	§	
COMPANY, LLC, and JOHN WURTH	§	
	§	
Defendants.	Ş	Case No.

#### CONSENT JUDGMENT

Plaintiff, State of Alaska, by and through its Attorney General, David Márquez, and the Office of the Attorney General ("The State"), has filed its Complaint for permanent injunction and other relief pursuant to and alleging violations of the Alaska Unfair Trade Practices and Consumer Protection Act, AS 45.50.471 et seq. It appearing to this Court that Plaintiff and Defendants YELLOW PAGES, INC., a Nevada corporation, d/b/a www.YellowPagesInc.com, ELECTRONIC DIRECTORIES COMPANY, LLC, a California limited liability company, and JOHN WURTH, have resolved the matters in controversy between them and have consented to the terms of this judgment and good cause having been shown, the Court hereby enters this Consent Judgment, as follows:

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11 W. FOURTH AVENUE, SUITE 200 ANCHORAGE, ALASKA 99501

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I.

#### ALLEGATIONS

The State of Alaska alleges that Defendants violated the Alaska Unfair and Consumer Protection Act ("Consumer Protection Act"), AS 45.50.471 et seq., by sending solicitation forms to consumers in Alaska consisting of a check; that the check was made out to the individual, small business or non-profit to whom it was sent; that the check was part of what was described as an "instant cash back offer;" that the front of the check was devoid of any indication that the mailing was an offer for services or that by cashing the check, the consumer was contracting for services; that where there was an indication that the check might be more than it appeared on the surface, the information provided was vague and sketchy; that on the back of the check and on a separate disclosure statement, the solicitations contained disclosures regarding the services offered, the terms on which they would be provided, and the consequences of endorsing the check, but that the placement of the disclosures on the back of the check and on the disclosure statements in lengthy paragraphs of small print made them inconspicuous; and that the check was misleading.

The State of Alaska alleges that Defendants also violated the Consumer Protection Act by sending renewal notices to consumers to solicit payment of money, which notices the State of Alaska alleges reasonably could have been considered a bill, invoice or statement of account due, without providing disclosures allegedly required by

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law under the Postal Reorganization Act, 39 U.S.C. section 3001 (d), and the Domestic Mail Manual (DMM) section CO31, parts 1.1 - 1.6.

#### II.

#### **DEFINITIONS**

- "YPI" means YELLOW PAGES, INC., a Nevada corporation, d/b/a 1. www.YellowPagesInc.com, its employees, officers, directors, agents, successors, assignees, affiliates, merged or acquired predecessors, parent or controlling entities, and all other persons or entities acting in concert or participation with it.
- "EDC" means Electronic Directories Company, LLC, a California 2. limited liability company, its employees, officers, directors, agents, successors, assignees, affiliates, merged or acquired predecessors, parent or controlling entities, and all other persons or entities acting in concert or participation with it.
- 3. "PRIOR CUSTOMERS" means all Alaska businesses, organizations and other persons that cashed one or more of YPI or EDC's check solicitations prior to entry of this Consent Judgment.
- "PRIOR PAYING CUSTOMERS" is the subset of "PRIOR 4. CUSTOMERS" that cashed one or more of YPI or EDC's check solicitations prior to the entry of this Consent Judgment and made a payment of any amount to YPI or EDC or a collection agency for the services described in such YPI/EDC check solicitations.

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#### III.

#### STIPULATIONS

The parties wish to make the following stipulations and agree to the entry of this Consent Judgment.

- This Court has jurisdiction of the subject matter of this case and of 1. the parties consenting hereto.
- Venue is proper as to all parties in the Third Judicial District in 2. Anchorage, State of Alaska.
- 3. Pursuant to AS 45.50.501, Plaintiff is the enforcing authority for violations of the Alaska Unfair Trade Practices and Consumer Protection Act, AS 45.50.471 et seq. and is authorized to seek injunctive and other statutory and civil relief pursuant to that Act in superior court.
- The Complaint states a claim upon which relief may be granted 4. against Defendant under the Alaska Unfair Trade Practices and Consumer Protection Act, AS 45.50.471 et seq.
- Defendants have, by signature of their counsel hereto, waived any 5. right to appeal, petition for certiorari, or move to reargue or rehear this judgment and order.
  - Entry of this Consent Judgment is in the public interest. 6.

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7. The parties have previously entered into a Settlement Agreement
regarding the issues set forth in this Consent Judgment. It is stipulated that this Consent
Judgment subsumes the Settlement Agreement and constitutes a full and final resolution
between the State, YPI, EDC, JOHN WURTH and all existing or former owners, officers,
directors and/or employees of YPI and EDC of all claims arising out of or related to
YPI/EDC's check solicitation and/or check solicitation renewal forms including the
claims specifically asserted in the State's Complaint.

8. YPI and EDC represent and warrant that their collection agency
(commonly known as Continental Recovery Service ("CRS")) was not involved in the
design or implementation of the check solicitation program, that they have instructed CRS
to cease all collection activity arising out of the check solicitation program, and CRS has
confirmed that it has in fact discontinued all such activities. Based upon those
representations and warranties, it is further stipulated that this Consent Judgment
constitutes a full and final resolution between the State and CRS, and CRS's existing or
former owners, officers, directors, employees, agents and servants, of all claims and
collection efforts arising out of the form of YPI/EDC's check solicitation and/or check
solicitation renewal forms; provided however, for the avoidance of doubt, the foregoing
shall not release any claims against such collection agency that do not expressly arise
from the form of YPI/EDC's check solicitation (e.g., claims of unfair debt collection
practices not dependent on the form of the solicitation itself or claims that CRS did not
comply with licensing, registration or bonding requirements). Additionally, CRS will not

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be released of any claim for any collection actions they pursue after the date of entry of this Consent Judgment. CRS is an intended beneficiary of this release. If any of the representations or warranties made by YPI and EDC regarding their collection company, CRS, are found not to be true, the release of CRS shall be completely void. Failure to comply with the terms of this Consent Judgment may result in the imposition of a civil penalty as provided in the AS 45.50.551 (a).

9. It is further stipulated that Defendants deny all allegations contained in the State's pleadings and further deny that their conduct has in any way been unlawful. It is further stipulated that the parties have consented to the entry of this Consent Judgment, without trial or adjudication of any issue of fact or law, solely in an effort to avoid the expense, burden, and uncertainty of litigation, and that this Consent Judgment does not constitute an admission of liability by Defendants.

#### IV.

#### INJUNCTION

IT IS THEREFORE ORDERED that Defendants YPI, EDC and JOHN WURTH, and their employees, officers, directors, agents, successors, assignees, affiliates, merged or acquired predecessors, parent or controlling entities, and all other persons or entities acting in concert or participation with them, are hereby permanently restrained and enjoined from:

A. Directly or indirectly sending consumers in Alaska, and consumers anywhere in the United States from Alaska, any solicitation that is in the form of a check

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PHONE: (907) 269-5100

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which, when cashed or deposited by the consumer, purports to obligate the consumer to pay for any of Defendants' goods or services.

Engaging in any collection effort, either directly or by third party B. collection agency, against any PRIOR CUSTOMER for YPI or EDC's services that are the subject of the terms of the agreement arising out of such PRIOR CUSTOMER's deposit of a YPI or EDC check solicitation;

Utilizing or attempting to enforce any form of automatic renewal of C. contracts as to any PRIOR CUSTOMER based on the terms of YPI or EDC's check solicitation, or failing to provide that any renewal of contracts arising out of YPI or EDC's check solicitation is to be done by allowing the customer to "opt in" to the renewal, as opposed to "opting out."

Sending a renewal notice to, or otherwise attempting to renew the D. purported contracts of, any PRIOR CUSTOMER who is not also a PRIOR PAYING CUSTOMER.

Sending a renewal notice or renewal form in connection with any E. agreement arising out of the YPI/ED check solicitation (hereinafter, a "Check Solicitation Renewal Form") to a PRIOR PAYING CUSTOMER which does not comply with the Postal Reorganization Act, 39 U.S.C. section 3001 (d), and Domestic Mail Manual (DMM) section CO31, parts 1.1. - 1.6. For the purpose of sending renewal notices to PRIOR PAYING CUSTOMERS in connection with YPI/EDC check solicitations only, and for the purpose of this negotiated settlement only, a Check Solicitation Renewal

OFFICE OF THE ATTORNEY GENERAL ANCHORAGE BRANCH 1031 W. FOURTH AVENUE, SUITE 200 ANCHORAGE, ALASKA 99501

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Notice substantially in the form of the renewal notice attached as Exhibit A, will be deemed to be in compliance with the Postal Reorganization Act, 39 U.S.C. section 3001 (d), the Domestic Mail Manual (DMM) section CO31, parts 1.1 - 1.6.

F. The restrictions in paragraphs B through E relate to business arising out of the use of the check solicitation, and not other business.

#### RESTITUTION

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that a mandatory injunction shall be issued against Defendants YPI and EDC and their employees, officers, directors, agents, successors, assignees, affiliates, merged or acquired predecessors, parent or controlling entities, and all other persons acting in concert or participation with them, requiring the following:

If, as of the date of this Consent Judgment, any PRIOR CUSTOMER A. has not paid for YPI or EDC's services such PRIOR CUSTOMER shall be deemed by YPI and EDC to have canceled any purported contract with YPI or EDC, and shall be canceled out of billing.

B. If YPI or EDC has received or learned about a complaint from any PRIOR PAYING CUSTOMER before the date of filing of this Consent Judgment, whether from the customer directly or through any state or Federal agency or entity such as the Better Business Bureau or third party collection agency, to the extent YPI or EDC has not previously made a refund, YPI and EDC shall, within thirty days from the date of this Consent Judgment, pay a refund of any sums paid by said customer in connection

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with the applicable YPI/EDC check solicitation and related agreement, less the amount of the check cashed by the consumer, and cancel the contract for such customer.

C. If YPI or EDC receive a complaint from any PRIOR PAYING CUSTOMER which is made within 60 days after the date of filing of this Consent Judgment, whether from the customer directly or through any state or Federal agency or entity such as the Better Business Bureau, to the extent YPI or EDC has not previously made such refund, YPI and EDC shall, within 30 days of receipt of the complaint, pay a refund of any sums paid by said customer in connection with the applicable YPI/EDC check solicitation and related agreement, less the amount of the check cashed by the consumer, and cancel the contract for such customer.

D. If YPI or EDC has received or learned about a complaint from a customer in connection with a Check Solicitation Renewal Form before the date of filing of this Consent Judgment, or if YPI or EDC receive a complaint from a customer in connection with a Check Solicitation Renewal Form which is made within 60 days after the date of filing of this Consent Judgment, whether from a customer directly or through any state or Federal agency or entity such as the Better Business Bureau, to the extent YPI or EDC has not previously made such refund, YPI and EDC shall, within 30 days of the date of this Consent Judgment, or within 30 days of receipt of the complaint, which ever is later, pay a refund of any sums paid by said customer in connection with the Check Solicitation Renewal Form and cancel the applicable contract for such customer.

E. YPI and EDC shall prepare a report containing the name, address and

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phone number of all complaining consumers under paragraphs B through D above, the date the complaint was received, and the date and amount refunded for all complaining consumers in Alaska and deliver it to counsel for the State within 120 days after the date of filing of this Consent Judgment.

F. YPI and EDC represent and warrant that they have not reported adverse credit information about any PRIOR CUSTOMER in connection with YPI/EDC's check solicitation to any credit reporting agency and that they have been informed by CRS that CRS also has not reported adverse credit information about any PRIOR CUSTOMER in connection with YPI/EDC's check solicitation to any credit reporting agency.

V.

### ACKNOWLEDGMENT OF RECEIPT OF CONSENT JUDGMENT BY DEFENDANTS' AGENTS

IT IS FURTHER ORDERED that, within five (5) business days after receipt by Defendants of this Consent Judgment as entered by the Court, each officer, director, and each individual serving in a management capacity of Defendant YPI and EDC, shall submit to counsel for the State a truthful sworn statement, in the form shown on Exhibit B to this Consent Judgment, that shall acknowledge receipt of this Consent Judgment.

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VI.

#### DISTRIBUTION OF CONSENT JUDGMENT BY DEFENDANTS

IT IS FURTHER ORDERED that, for a period of three (3) years from the date of entry of this Consent Judgment, Defendants shall:

Provide a copy of this Consent Judgment to, and obtain a signed and A. dated acknowledgment of receipt, or proof of service, from each officer, director, and each individual serving in a management capacity, whether designated as employees, consultants, independent contractors, or otherwise, immediately upon employing or retaining any such persons, for any business where Defendants are the majority owner of the business or directly or indirectly manage or control the business, and where the business uses solicitation checks; and

Maintain and, upon reasonable notice, make available to counsel for B. the State, the original signed and dated acknowledgments of the receipt, or proof of service, of copies of this Consent Judgment, as required in Subsection (A) of this Paragraph.

#### VII.

#### RECORDKEEPING PROVISIONS

IT IS FURTHER ORDERED that, for a period of three (3) years from the date of entry of this Consent Judgment, in connection with any business where Defendants are the majority owner of the business or directly or indirectly manage or control the business, and where the business uses solicitation checks, Defendants are

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hereby restrained and enjoined from failing to create, and from failing to retain for a period of three (3) years following the date of such creation, unless otherwise specified, the following records:

Books, records, and accounts that, in reasonable detail, accurately A. and fairly reflect the cost of goods or services sold, revenues generated, and the disbursement of such revenues;

B. Records accurately reflecting: the name, address, and telephone number of each person employed by such business, including independent contractors; that person's job title or position; the date upon which the person commenced work; and the date and reason for the person's termination, if applicable. The businesses subject to this Paragraph shall retain such records for any terminated employee for a period of two (2) years following the date of termination;

Records containing the names, addresses, phone numbers, dollar C. amounts paid, quantity of items and services purchased, and description of the items and services purchased, for all consumers to whom such business sold, invoiced, or shipped any goods and services;

- D. Records that reflect, for every consumer complaint or refund request known to have been received:
- 1. The consumer's name, street address, telephone number, and dollar amount paid by the consumer;

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2.	The complaint or refund req	quest, if any, and	the date of the
complaint or refund reques	t;		

- 3. The basis of the complaint, if any, including the name of any employee or agent complained against, and the nature and result of any investigation conducted concerning the complaint;
  - 4. Each response by Defendants and the date of the response;
  - 5. Any final resolution and the date of the resolution; and
- 6. In the event of a denial of a refund request, the reason for the denial.
- E. Copies of all advertisements, solicitations or other marketing materials used by Defendants; *provided* that copies of all advertisements, solicitations or other marketing materials utilized shall be retained for three (3) years after the last date of dissemination of any such materials.

#### VIII.

#### STATE'S AUTHORITY TO MONITOR COMPLIANCE

IT IS FURTHER ORDERED that counsel for the State is authorized to monitor Defendants' compliance with this Consent Judgment by all lawful means, including, but not limited to, the following:

A. For a period of three (3) years from the date of entry of this Consent Judgment, counsel for the State is authorized, without further leave of court, to obtain

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discovery from any person in the manner provided by the Alaska Rules of Civil Procedure, and AS 45.50.495, for the purpose of monitoring Defendants' compliance with any provision of this Consent Judgment;

- B. Counsel for the State is authorized to use representatives posing as consumers or suppliers to Defendants, Defendants' employees, or any other entity managed or controlled in whole or in part by Defendants, without the necessity of identification or prior notice; and
- C. Nothing in this Consent Judgment shall limit the State's lawful use of compulsory process to determine whether Defendants have violated any provision of this Consent Judgment or AS 45.50.471 et seq.

#### IX.

#### ACCESS TO BUSINESS PREMISES

IT IS FURTHER ORDERED that, for a period of three (3) years from the date of entry of this Consent Judgment, for the purpose of further determining compliance with this Consent Judgment, Defendants shall permit counsel for the State, within four (4) business days of receipt of written notice from counsel for the State:

A. Access during normal business hours to any office or facility storing documents of any business where Defendants are the majority owner of the business or directly or indirectly manage or control the business, and where the business uses solicitation checks. In providing such access, Defendants shall permit counsel for the State to inspect and copy all unprivileged documents relevant to any matter contained in

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OFFICE OF THE ATTORNEY GENERAL 1 W. FOURTH AVENUE, SUITE 200 ANCHORAGE, ALASKA 99501 PHONE: (907) 269-5100 1031

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this Consent Judgment; and shall permit counsel for the State to remove such documents relevant to any matter contained in this Consent Judgment for a period not to exceed two (2) business days so that the documents may be inspected, inventoried, and copied; and

B. To interview the owners, officers, directors, and employees, including all personnel involved in responding to consumer complaints or inquiries, and all sales personnel, whether designated as employees, consultants, independent contractors or otherwise, of any business to which Subsection (A) of this Paragraph applies, concerning matters relating to compliance with the terms of this Consent Judgment. The person interviewed may have counsel present, and counsel for Defendants may be present as well.

#### X.

#### PAYMENT TO THE STATE

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that the State of Alaska shall have judgment against YPI and EDC, jointly and severally, in the amount of FIFTY FIVE THOUSAND DOLLARS (\$55,000.00) as a payment to the state for costs and attorneys fees in bringing this action and for consumer education and enforcement as directed by the Attorney General. This amount has been paid by YPI and EDC through a payment to the Office of the District Attorney of Orange Country, California. The Office of the District Attorney of Orange County shall distribute to the State this amount, payable to the State of Alaska, within 30 days of entry of this Consent Judgment.

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PHONE: (907) 269-5100 ANCHORAGE, ALASKA

OFFICE OF THE ATTORNEY GENERAL

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XI.

#### **GUARANTEE**

By his signature below, JOHN WURTH guarantees the payment by YPI and EDC of the obligation to pay refunds to consumers as outlined in Section IV and the obligation to pay to the State of Alaska the amounts set forth in Section X of this Consent Judgment. In the event of default by YPI or EDC of any payment obligation due under Sections IV and X, JOHN WURTH shall pay within 5 days of default by YPI or EDC, the amounts owed to consumers and to the State of Alaska. This guarantee shall remain in full force and effect until all amounts payable under Sections IV and X have been fully paid. If amounts remain unpaid for 10 days after JOHN WURTH has been sent a notice, by regular mail, of any amounts remaining payable under Sections IV and X, the court may enter judgment against JOHN WURTH, for the remaining amounts owed under the sections. Notice of the amounts remaining payable may be mailed to JOHN WURTH at 631 S. Manchester Ave., Anaheim, California 92802.

#### XII.

#### RETENTION OF JURISDICTION

IT IS FURTHER ORDERED that this Court shall retain jurisdiction of this matter for the purpose of enabling the parties to apply to the Court at any time for such further orders and directives as may be necessary or appropriate for the interpretation or modification of this Consent Judgment, for the enforcement of compliance therewith, or for the punishment of violations thereof.

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XIII.

#### COMPLETE SETTLEMENT

The parties hereby consent to entry of the foregoing Consent Judgment which shall constitute a final judgment and order in this matter. The parties further stipulate and agree that the entry of the foregoing Consent Judgment shall constitute a full, complete and final settlement of this action.

#### APPROVED AS TO FORM AND SUBSTANCE.

For Plaintiff:

Date: 4-24-06

DAVID W. MÁRQUEZ ATTORNEY GENERAL

Julia Coster

Assistant Attorney General

Alaska Bar No. 8703006

1031 W. 4th Avenue, Suite 200

Anchorage, Alaska 99501

(907) 269-5200

(907) 276-8554 (Facsimile)

Attorney for State of Alaska

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For Defendants:	
Date: 4-19.2004	YELLOW PAGES, INC.  By:  John Wurth, President Yellow Pages, Inc.
Date: 4-19-2004	ELECTRONIC DIRECTORIES COMPANY, LLC  By:  John Wurth, Managing Member Electronic Directories Company, LLC
Date: 4-19-2006	By:
FORM APPROVED:	
Date: 4/24/06	Richard N. Ullstrom Routh Crabtree, apc 3000 A Street, Suite 200 Anchorage, Alaska 99503 (907) 222-4300 (425) 283-5955 (Facsimile) 907-222-437 Alaska Bar No. 8811204 Attorney for Defendants
IT IS SO ORDERED this	, 2006.

SUPERIOR COURT JUDGE



#### **RENEWAL NOTICE**

**Yellow Page Advertisement** 

DATE	CUSTONER #	DUI DATE
		28

DESCRIPTION	AMOUNT	
		.00
		-
THIS IS NOT AN INVOICE. THIS IS AN OFFER TO RENEW YOUR ADVERTISING WITH YPI. YOU ARE UNDER NO OBLIGATION TO PAY FROM THIS NOTICE UNLESS YOU WANT TO RENEW.		

PLEASE DETACH AND RETURN BOTTOM PORTION WITH PAYMENT

	☐ My check is enclosed Make payable to YELLOW PAGES, INC☐ Bill me P.O.#	
	☐ Charge my Credit Card ☐ ☑ ☐ V/S4 ☐ ☑ ☐	(6)
	Card#Exp.	
X	ing Signature	
This applicant I and acknowled form. The sig checking, savin	ing Signature  inereby requests the advertising described above to be placed in the Yellow Pages, Inc. Business Directliges having read, understood and agreed to the terms and conditions on the reverse side of this pratory grants permission to pre-authorized debit entires (and to initiate credit entires) to the cage, or credit card account used in payment of the current transaction. ORDER FORMS RECEIVED OF TRANSACTION OF TRANSACTION AND ACCOUNT OF TRANSACTION OF TRAN	order same

**RENEWAL AMOUNT \$** 

RENEWAL NOTICE FOR ENHANCED LISTING

Yellow Pages, Inc.

P.O. Box 60007 Anaheim, CA 92812-6007

888.333.0050



#### **EXHIBIT B**

### IN THE SUPERIOR COURT FOR THE STATE OF ALASKA

#### THIRD JUDICIAL DISTRICT AT ANCHORAGE

STATE OF ALASKA,	§
Plaintiff, v.	\$ \$ \$
YELLOW PAGES, INC., d/b/a www.YellowPagesInc.com, ELECTRONIC DIRECTORIES COMPANY, LLC, and JOHN WURTH	§ § § § § § § § § § § § § § § § § § §
Defendants.	§ Case No
ACKNOV	WLEDGMENT
I,, hereb	by state and affirm as follows:
1. My name is of Yellow Pages, In	, and I hold the position of nc. (or Electronic Directories, LLC).
by the Court on I received is appended to this Declaration.	ived a copy of the Judgment, which was signed , 2006. A true and correct copy of the Judgment under the laws of the State of Alaska that the
foregoing is true and correct.	Signature