



Beware of Fraudulent Solicitation

Businesses are regularly solicited about special advertising promotions or reward claims. Some solicitors don't have credentials. Bogus companies exist. When it comes to directory advertising, these companies tend to illegally use the well-known **Walking Fingers™** logo and the name **Yellow Pages™**.

But there's only one true Yellow Pages directory that carries the Yellow Pages brand and Walking Fingers & Design in Canada. **Yellow Pages Group** is the exclusive owner of these trademarks in the country. Our logo features a modernized version of the iconic Walking Fingers within a unique pebble shape.

Yellow Pages Group cautions businesses about unscrupulous promoters.

Some companies may look legitimate but their products are generally not widely distributed to the public, posted on the web, or promoted as promised.

Therefore, before you buy any print, online or specialty directory advertising products, take the following steps:

- Beware of similar names.
- Remember that YPG's sales force **never** conducts business by sending **unsolicited faxes**.
- **In person**, ask to see the representative's business card and a copy of the current directory.
- **On the phone**, be vigilant. Ask the promoter if he is authorized to represent Yellow Pages Group (or any other directory publisher).
Don't hesitate to ask more questions.

To report a suspicious business:

**Competition Bureau
of Canada**

1 800 348-5358

www.competitionbureau.gc.ca

**Canadian Anti-Fraud
Centre**

1 888 495-8501

www.antifraudcentre.ca



Tips to Detect a Bogus Bill or Fax

Here are some of the most common elements generally included in a fraudulent communication:

A misused "Walking Fingers" logo or the name "Yellow Pages".

Only Yellow Pages Group can use these trademarks in Canada.

Learn to recognize our logo with its unique pebble shape.

A confusing address and no detailed contact information (phone number or email) for inquiries.

An address from abroad is another indication that it's fraudulent.

A fictitious reference or account number.

An "Amount Due" that is less than \$500 in order to slip through accounting attention.

We never solicit by fax.

A "THIS IS NOT A BILL" disclaimer.

Threat that your listing will be deleted.

YELLOW-PAGE-CANADA
6128296 - YELLOW-PAGE-CANADA
2689, WOODBRIDGE STREET, SUITE 2, DUBAI, 120 508 / UNITED ARAB EMIRATES

BUSINESS LISTING PROFILE SOLICITATION

BUSINESS NAME/ADDRESS	CLASSIFICATION	TELEPHONE
Your company to be listed as follows with your approval.		
HANLON & MAJEWSKI, INC 100 ACE BLVD CORNWALL, ON L9A 1C2	COMMUNICATIONS	555/555-5555

Our records indicate your company is classified as shown below:
Please verify classification(s) required with ✓

Classification	Classification No.	Annual Rate per classification
COMMUNICATIONS	990000	\$255.00

REF. NO. 2847369 **PAY THIS AMOUNT** \$255.00

YOUR FREE LISTING WILL BE INCLUDED WITH EACH YELLOW-PAGE LISTING OF \$255.00 BILLED ANNUALLY. TERMS ON THE REVERSE SIDE OF THIS COPY. THIS IS A NATIONAL CLASSIFIED YELLOW PAGE DIRECTORY ADVERTISEMENT SOLICITATION.

NOTICE RETURN BOTTOM PORTION BY 9/25/09 TO RECEIVE YOUR DIRECTORY LISTING

☐ Check here to be removed from our fax list.

THIS IS NOT A BILL

DIRECT DEPOSIT INFORMATION - A voided check/sharedraft may be attached in lieu of completing this section

ATTACH VOIDED CHECK HERE:

Routing Transit Number: _____

Account Number: _____

Financial Institution Name: _____

Please quote a personal voided check number in here if you cannot attach a check here

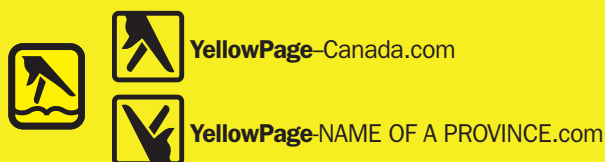
PRINT NAME: _____

X
ADVERTISER'S SIGNATURE

We have to receive a payment within 21 days, otherwise your advertisement will be deleted.
A deposit slip **Cannot Be Used** for this purpose

Examples of fraudulent logos

- The following are examples of fraudulent logos, posing as Yellow Pages Group logos:



What to do if you received a suspicious bill?

- Don't pay it immediately.** Examine it closely, especially the fine print, and check your files for your contracts to ensure the bill is for advertising you have ordered.
- Contact your local sales consultant** to ensure that your advertising program and invoice are correct.
- If you find that it is a scam, **circulate** it among your accounts payable staff. Photocopy and post it on a bulletin board.