

THOMAS J. MILLER
ATTORNEY GENERAL

CONSUMER PROTECTION DIVISION



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Department of Justice
ASSURANCE OF VOLUNTARY COMPLIANCE

In the matter of:

Yellow Publishing, LTD., dba YellowPage-Iowa.com;
Yellow Page Marketing, BV;
Jan Mark;
Dave Whitney; and
Steve Green;
Respondents.

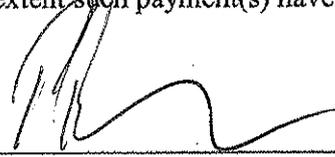
The above-named Respondents enter into this Assurance of Voluntary Compliance (AVC) in order to resolve concerns of the Iowa Attorney General relating to solicitation activities in the State of Iowa exemplified by the attached fax solicitation. This AVC is a compromise settlement of a disputed claim and does not constitute an admission by Respondents of any violation of Iowa law.

The above-named Respondents, and each of them, agree: (1) to refrain from directly or indirectly engaging in, participating in, or doing anything in furtherance of, any aspect of the marketing of, or solicitation for, advertising or advertising services directed to residents of Iowa, whether in the nature of the attached solicitation or otherwise; and (2) that any future violation of this AVC shall constitute a violation of the Iowa Consumer Fraud Act, Iowa Code § 714.16, and that any such violation shall give rise to civil penalties and other remedies as set forth in that law and other applicable law.

Yellow Publishing, LTD, dba YellowPage-Iowa.com, and Yellow Page Marketing, BV ("the companies") also agree to promptly provide full refunds to Iowa entities that complain to the Iowa Attorney General that they were misled, such refunds to be made promptly upon being informed by the Attorney General of such complaint(s). The other Respondents agree to make reasonable efforts to ensure that the companies comply with this refund requirement. Nothing herein shall be interpreted to relieve any Respondent of any obligation to provide services to an Iowa entity that has paid for services, to the extent such payment(s) have not been refunded.

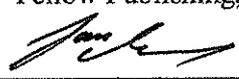
This AVC may be signed in counterparts.

Date: 20.05.2011



For Yellow Publishing, Ltd., dba YellowPage-Iowa.com

Date: 20.05.2011



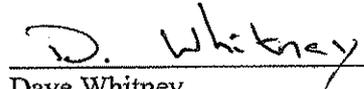
For Yellow Page Marketing B.V.

Date: 20.05.2011



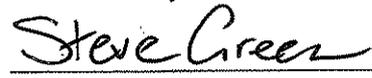
Jan Mark

Date: 20. 5. 2011.



Dave Whitney

Date: 20. 05. 2011



Steve Green

Accepted by:

Date: June 7, 2011



Steve St. Clair, Assistant Attorney General