

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.

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:

- In person, ask to see the representative 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.
- Ask for written information about the directory distribution, circulation and features.

To report a suspicious business:

Competition Bureau of Canada

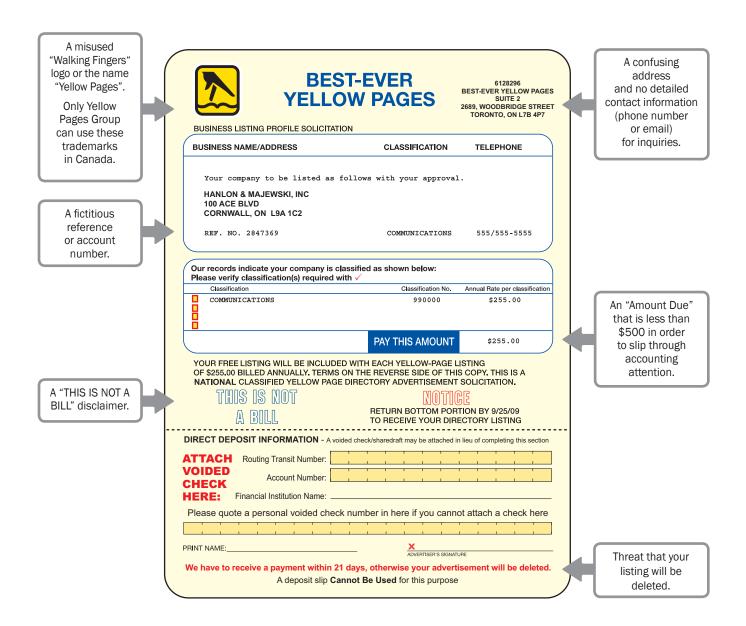
1 800 348-5358 www.competitionbureau.gc.ca

PhoneBusters, the Canadian Anti-Fraud Call Center 1 888 495-8501 www.phonebusters.com



Tips to Detect a Bogus Bill

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



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.