

22 June 2009

Caroline Lenaghan
CEO's Customer Mediation Team
Yell Limited
Queens Walk
Reading
RG1 7PT

Dear Mrs Lenaghan,

RE: Order number xxx, Account number: xxx.

Thank you for your reply to my letter dated 18th June 2009. It was nice to receive a reply which addressed the issues I mentioned in my letter dated 15th June 2009, despite it not being the answer I evidently hoped for.

My apologies for any confusion that arose from my statement regarding not receiving a reply from my letter dated 19th May 2009. I did receive a written response, but I did not receive a satisfactory written response. I wrote a 4 page letter detailing the issues I was experiencing, and received 4 paragraphs which did not answer any points mentioned in my letter.

In light of this, I would be grateful if you could answer the following questions for me:

1. Has Yell Ltd changed the way their Yell.com search results are displayed, so that Heavyweight listings displace Mediumweight listings from the 1st, 2nd, 3rd and 4th search result positions?
2. If so, does Yell Ltd acknowledge that people who took out advertising programmes before 1st April will see a reduction in service level, as their adverts are now no longer able to appear in those search result positions?

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3. If so, how would Yell Ltd quantify that drop in service level, and does it consider it to be a 'reasonable' decline?

As you suspected, I was unhappy with the outcome of your reply, and I would like to know who the ombudsman that covers your industry is, and would be grateful if you could provide contact details for them.

Yours sincerely,

Fergus Macdonald