

Pride

PDC
PDC Australia
PDC UK
PDC Logistics
Procall

Company News
Winter 2011

Professional results in daily efforts.

O Canada! A Land of Opportunity for PDC

Growth in the Northwest, One Door at a Time

Richard Meldman (Vice President, Business Development and Customer Service)

December was a great month for PDC Logistics, especially in Western Canada. New relationships and expansion into the Prairie Provinces will bring plenty of growth opportunities for 2011. We are pleased to welcome our newest new client, Pacific North Advertising. Based in Abbotsford, British Columbia, they're in the business of selling and distributing co-op advertising door hangers throughout BC and Alberta.

Teri Cook (Director, PDC Logistics-West) and her team began supporting Pacific North's distributions in late November, helping get their distributions in Calgary and Edmonton back on track and closed on time. Through their franchised sales partners, Pacific North Advertising will continue to develop their business platform for monthly advertising in both markets, with the objective of distributing

over 100,000 door hangers per month across Alberta. And PDC's role as primary distributor in those provinces will be scalable to match the demand for repeated distribution in their pre-determined sales territories.

Due to our effectiveness in solving the client's problems in late 2010, our relationship has already begun to expand in their home market of Vancouver. As of this writing, PDC is currently managing a large single-advertiser distribution across the Vancouver Lower Mainland and into Vancouver Island. With a continued eye toward improving qual-

ity, consolidating distributors, and taking advantage of PDC's established processes, Pacific North Advertising has also begun to let Teri's team handle several of their monthly distribution territories.

For PDC Logistics, successful long-term relationships are built upon trust, experience, and the ability to deliver high quality services, and this will be no different. As we continue to build upon positive experiences for our client, PDC will be a critical partner in helping build their business model, ensure repeat sales by satisfied advertisers, and reach their company's growth objectives. We look forward to a long and collaborative relationship with Pacific North Advertising and the learning opportunities that it will bring our team.

Canadian Operations Continue to Evolve!

Teri Cook (Director, PDC Logistics-West), and Eric Cameron (Director, PDC Logistics-East)

At PDC Logistics, we continue to evolve our business model and look for opportunities to grow our core business on the solid foundation of a strong Yellow Pages industry. Now, in response to Yellow Pages Group's (YPG) acquisition of media companies and their business consolidation plan, PDC Logistics is taking on more responsibilities and growing both our initial and secondary operations.

In 2010, YPG acquired Canpages, publisher of local telephone directories across Ontario, British Columbia, and Alberta. YPG recently awarded PDC Logistics the initial distributions for British Columbia and Alberta. All of their national secondary operations have been absorbed into PDC Logistics' Burnaby and Richmond Hill, Ontario operations, including a small portion of call center business that will now flow into the national call center operated by PDC Logistics in Richmond Hill.

PDC Logistics-West also began initial dis-

tributions in the provinces of Manitoba and Saskatchewan in early 2011. This business came from a competitor as part of YPG's strategy to leverage one supplier for their distribution needs. Since 2008, PDC Logistics' directory distribution has more than tripled with 2011 estimates at over 21 million directories to be delivered. First, with the addition of Ontario and Quebec Yellow Pages, and now with this year's delivery of the Manitoba and Saskatchewan Yellow Pages, and British Columbia and Alberta Canpages.

Additionally, Trader Corporation, a subsidiary of Yellow Media Inc., recently moved a portion of their distribution operations into PDC Logistics' facilities to reduce their warehousing costs. Trader Corporation publishes approximately 160 niche publications in automotive, real estate, general merchandise, and employment product markets. Other third party warehousing in Ontario has also been consolidated into our facilities for additional cost savings.

The sampling business continues to grow in Western Canada as well. In 2010, PDC Logistics delivered nearly one million door hangers and 1.7 million product samples. Later this year we hope to begin delivering retail catalogues for a national client. We anticipate that this would include several million books for each distribution and up to a dozen distributions per year. The market place is beginning to place a value on the quality of our distribution practices and our ability to verify the successful delivery of their products. •

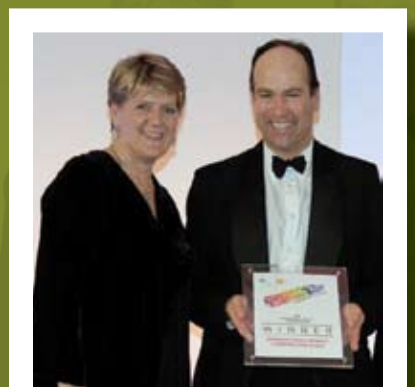


PDC wins Outstanding Service Award

The Data Publishers Association (DPA) Awards are the publishing industry's premier event in the UK, conferring status and standing on high-achieving brands, teams, and executives. At the 2010 ceremony, held in Brighton, England, PDC UK was awarded an "Outstanding Service Commendation" in recognition of the high level of quality and customer service PDC provides to the directory publishing industry.

Nick Thompson (Director of Consumer and Publishing Services for Hull-based publisher, KC Colour Pages) nominated PDC for the award. Nick commented "We have worked with PDC for a number of years now and have been delighted with the understanding of our business that PDC has developed. In fact, we work so closely together that it is a partnership in the truest sense; a partnership that has seen dramatic and consistent improvements in the efficiency and effectiveness of our distribution programs."

In response, PDC UK's Vice President Simon Raine replied "Everyone at PDC is delighted and honored to receive this award. It is particularly gratifying to receive this commendation as a result of a nomination from such a valued and respected customer as KC. Our thanks go to Nick and his team for their support and partnership."



BBC's Clare Balding presented PDC's Simon Raine with the DPA's "Outstanding Service Commendation" in November 2010.

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Please submit your letters to:

We welcome your comments, ideas, suggestions about and articles for "PDC Pride."

Anniversaries

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- **Fall and Winter Service Anniversaries**

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A Season to Celebrate: **Fall and Winter Service Anniversaries**



This past fall brought many service anniversary celebrations, including the entire PDC UK team's 10th anniversary, Jim Gilliland's and Vivian Carbone's 30 years of service, and Ed King's 35th anniversary with PDC. Congratulations and a heart-felt thank you to all of our team members for your dedication. Best wishes for continued success in the year ahead!

10 YEARS

Martha Quezada
Raquel Rodriguez
The PDC UK Team

20 YEARS

Terry W. Davenport
Timothy Henderson
Olivia Santoyo
Thomas Stone

15 YEARS

Blaise Beck
Anthony Dipippo
Adam Rose

30 YEARS

Vivian M. Carbone
Jim Gilliland

35 YEARS

Ed King



In Portland, OR, supervisors Jim Gilliland and Vivian Carbone celebrated their 30 years of service with the delivery station staff, cake, and hot chocolate. Royce Austin proudly shared this reflection on their accomplishments:

"As a manager at multiple corporations I have been blessed with the opportunity to present only a few service awards to employees for 25 or more years of service within a company. Never have I had two employees on my staff both celebrating 30 years of service, until now. Events like this don't happen every day! Congratulations, Vivian and Jim!"

SNAPSHOTS:

Top: Peter Boulais (right) congratulates Ed King on his 35 years with PDC.

Middle: Jim Gilliland and Vivian Carbone with their 30 year cakes.

Bottom: The UK staff celebrated their 10th anniversary together in December. (l-r): Jackie Roberts, Julie Hawksby, Lesley Hall, Helena Rigby, Carolynne Mycock, Simon Raine, Alan Bell, Mandy Lowe, Leila Scruton, and Fran Dunsmuir.

