

July 23, 2012

Nova Scotia Securities Commission	Securities Commission of Newfoundland and Labrador
Alberta Securities Commission	Saskatchewan Financial Services Commission, Securities Division
The Manitoba Securities Commission	New Brunswick Securities Commission
Ontario Securities Commission	British Columbia Securities Commission
Prince Edward Island Securities Office	Autorité des marchés financiers
Registrar of Securities, Northwest Territories	Registrar of Securities, Yukon
Registrar of Securities, Nunavut	

Re: Yellow Media Inc.

Pursuant to a request from the above-mentioned reporting issuer, we wish to advise you of the following dates in connection with their Special Meeting of Shareholders:

DATE OF MEETING:	September 6, 2012
RECORD DATE FOR NOTICE:	July 24, 2012
RECORD DATE FOR VOTING:	July 24, 2012
BENEFICIAL OWNERSHIP DETERMINATION DATE:	July 24, 2012

SECURITIES ENTITLED TO NOTICE:	COMMON SHARES SERIES 1 CUMULATIVE RED. FIRST PEF. SHS SERIES 2 CUMULATIVE RED. FIRST PEF. SHS SERIES 3 CUM. RATE RESET FIRST PEF. SHS SERIES 5 CUM. RATE RESET FIRST PEF. SHS 5% CUM. EXCH. FIRST PEF. SHS, SERIES 7 6.25% CONV. UNSEC. SUB. DEBENTURES
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SECURITIES ENTITLED TO VOTE:	COMMON SHARES SERIES 1 CUMULATIVE RED. FIRST PEF. SHS SERIES 2 CUMULATIVE RED. FIRST PEF. SHS SERIES 3 CUM. RATE RESET FIRST PEF. SHS SERIES 5 CUM. RATE RESET FIRST PEF. SHS 5% CUM. EXCH. FIRST PEF. SHS, SERIES 7 6.25% CONV. UNSEC. SUB. DEBENTURES
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Yours very truly,

Vijaya Somasundharem
Associate Manager, Trust Central Services

cc: CDS & Co. (Via Fax)
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