

# HISPANIC YELLOW PAGES

A Suarez Group Publication

February 17, 2012

Dear Treasured and Valued Customer:

It is with excitement and a touch of sadness that I announce that effective, March , 2011 I will be transferring the Hispanic Yellow Pages directory and its website to a new owner and publisher.

For 17 years, my father and I have been publishing the Hispanic Yellow Pages and it has been a wonderful and fulfilling experience. During those years we were able to provide a publication that continues to provide basic and vital information to the Latino community in our area that connects Latino consumers with businesses and services like yours.

In order to make this decision, it was necessary to make sure that the new publishers would not only continue the dedication and commitment to this directory but also the ability to improve upon its current distribution, circulation and the information it provides to the community.

Some five years ago my father retired and with his blessings he put the directory in my hands. I have been offered a wonderful opportunity to pursue other projects, specifically to operate my own company that promotes Latino professionals in the region and to continue to produce events such as the Hispanic Choice Awards.

Although there were several options, it was most important that we handed over the operations to a company that not only was experienced in this arena but that also could handle and manage the growth of this opportunity and provide existing clients the customer service that they deserve.

We are also proud to announce that this company is locally and Latino owned thus encouraging the growth of small businesses and the Spanish media in Philadelphia.

The name of this company is Grupo Bogota, publishers of El Sol Newspaper and producers of Latino Connections, a speaker and networking event series. The principal owner and manager is Ricardo Hurtado. His company employs over 12 employees and with this purchase will continue to provide more job opportunities within our community due to the expansion of his operations.

So, what will this mean for you? Let me first state that I will be staying on with the new owner as a consultant to supervise the transfer and to personally answer any questions you may have.

Your existing or pending contract will not change unless you wish to make updates or adjustments to your ad. Your contract will be honored and your ad(s) will be published as you had instructed.

The directory will print for mid summer to allow the new publishers an opportunity to plan effectively the publication. The directory will continue to publish for 12 months. In other words, if the directory publishes for mid summer, you will not have to renew or change your ad for another year.

At the beginning of this letter I stated that it was with a touch of sadness that this decision is made. My father and I worked very hard to print this directory each year and it has allowed us the opportunity to meet many people and to develop relationships that will be long lasting.

I want to thank you for the support you have demonstrated to my father and myself and to the Latino community.

You can contact me on my cell phone (267-979-3297) or my email ([JavierHYP@hotmail.com](mailto:JavierHYP@hotmail.com)) to discuss any details regarding this letter.

Thank you once again and I look forward to our next opportunity to work together.

Sincerely,

Javier Suarez  
President & General Manager