

December 11, 2009

BY FACSIMILE (517-373-4648)

Michigan Department of Labor & Economic Growth
Rapid Response Section
611 Ottawa Street
4th Floor
Lansing, Michigan 48933

Re: Notice Pursuant to the Worker Adjustment
and Retraining Notification Act

To Whom it May Concern:

PHD Detroit, located at 880 West Long Lake Road, Troy, MI 48098, is expected to close and terminate its entire workforce. While an exact date has not yet been established for this closure, the majority of the terminations are expected to occur on February 12, 2010. While we expect the facility closing to be permanent, a group of employees may be requested to stay beyond February 12, 2010 to assist with the closing of the facility. We expect those remaining employees will be terminated no later than July 2, 2010.

Any employee remaining employed beyond February 12, 2010 will receive at least 60 days advance notice of their specific termination dates if otherwise required by applicable law. "Bumping rights," which are inapplicable in this situation, do not exist and the affected employees are not covered under a collective bargaining agreement.

The following is a list of job titles of positions to be affected, and the number of affected employees in each job classification in the company:

TERMINATION DATE OF FEBRUARY 12, 2010

Media Services

TITLE	COUNT
ASSISTANT MEDIA PLANNER I	1
ASSISTANT NEGOTIATOR I	2
ASSOCIATE BROADCAST DIRECTOR	1
ASSOCIATE MEDIA DIRECTOR	1
GROUP ASSOCIATE MEDIA DIRECTOR	1
GROUP DIRECTOR – DAA MEDIA PLANNING	1
GROUP DIRECTOR – MEDIA PLANNING	2
LOCAL BROADCAST SUPERVISOR	3
MEDIA PLANNER	6
MEDIA PLANNING SUPERVISOR	5
NEGOTIATOR	3
SENIOR MEDIA PLANNER	4
SENIOR NEGOTIATOR	1

Operations

TITLE	COUNT
ACCOUNTING ADMINISTRATOR	1
BILLING COORDINATOR	1
BUDGET PROJECT MANAGER	1
MANAGER – CLIENT ACCOUNTING	1

TERMINATION DATE OF FEBRUARY 19, 2010

Media Services

TITLE	COUNT
SENIOR NEGOTIATOR	1

TERMINATION DATE OF FEBRUARY 26, 2010

Media Services

TITLE	COUNT
DIRECTOR – CONSUMER & MEDIA INSIGHTS	1

TERMINATION DATE OF MARCH 5, 2010

Media Services

TITLE	COUNT
MEDIA SUPERVISOR - NEWSPAPER	1

Operations

TITLE	COUNT
HUMAN RESOURCES MANAGER	1

TERMINATION DATE OF MARCH 12, 2010

Media Services

TITLE	COUNT
ADMINISTRATIVE ASSISTANT	1

TERMINATION DATE OF APRIL 9, 2010

Media Services

TITLE	COUNT
GROUP DIRECTOR – PRINT/OOH BUYING	1

TERMINATION DATE OF APRIL 23, 2010Media Services

TITLE	COUNT
GROUP DIRECTOR – MEDIA PLANNING	1

TERMINATION DATE OF APRIL 30, 2010Media Services

TITLE	COUNT
ASSOCIATE RESEARCH MANAGER	1

Operations

TITLE	COUNT
ACCOUNTS RECEIVABLE ASSOCIATE	1

TERMINATION DATE OF MAY 7, 2010Media Services

TITLE	COUNT
DIRECTOR – LOCAL BROADCAST	1

TERMINATION DATE OF JUNE 4, 2010Operations

TITLE	COUNT
ADMINISTRATIVE ASSISTANT	1

TERMINATION DATE OF JUNE 25, 2010Media Services

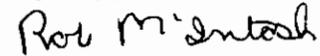
TITLE	COUNT
ASSOCIATE MEDIA DIRECTOR	1

TERMINATION DATE OF JULY 2, 2010Operations

TITLE	COUNT
DIRECTOR - OPERATIONS	1
MANAGER - CLIENT ACCOUNTING	2

Please consider this letter to be an official notice pursuant to the Worker Adjustment and Retraining Notification Act ("WARN"). If you require additional information, please feel free to contact me at 248-293-4368.

Very truly yours,



Robert McIntosh
CFO, PHD Detroit