



Dear Newsagent

On November 2, 2009 Advertiser Newspapers (ANPL) sent to many territorial distribution agents offers of new agreements to take effect on and from 1 February 2010.

Over the past 6 weeks ANPL has had many productive discussions with ANF SA and newsagents directly. All parties have acknowledged the clear differences between regional and metropolitan distribution agency businesses.

As a result of those discussions, ANPL has already agreed to:

- Give country subscribers the choice of continuing their current relationship with their newsagent or ANPL
- Introduce 4 weekly subscriber accounts with 28 days to pay
- Maintaining retail newsagents linked to territorial distributors as pay points
- Extend the date when the offer of the new agreements closes from 18 December 2009 to 8 January 2010

Further to the above we have undertaken a review of all regional territories and based on the lower deliveries per kilometre in regional SA we will be offering an **increase** of between **+20cents to +50cents** per customer per week for 6 and 7 day deliveries. The precise amount of the increase will depend on the number of deliveries made across the number of kilometres travelled and will therefore vary between different newsagents.

All regional newsagents will receive a letter outlining their individual offer of a fee increase to be mailed out on Monday 21 December 2010.

The above fee increase will be conditional upon the following:

- Acceptance by the distribution agent of the new agreements such that signed new agreements are returned and received by ANPL by COB 8 January 2010
- For regional subscriber migration – regional newsagents are to assist ANPL by contacting customers to give them the option to be managed by ANPL or their newsagent.
- For regional subscriber migration – regional agents must provide monthly customer home delivery information.

The offer of the above fee increase will expire on COB 8 January 2010.

No increase will be offered to metropolitan newsagents due to the significant benefits and cost savings arising from the customer migration process however we are bringing forward the delivery fee review from March 2010 to now commence in January 2010.

Thank you to all those newsagents who have already signed their 2010 interim agreement. The above fee increase will automatically be applied. We will separately advise you of the fee increase which applies to you.

Yours sincerely,

Adam Everett