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February 4, 2010

Via Email Only
Ben Edelman
Ben@benedelman.org

RE: LocalPages, Inc.

Dear Mr. Edelman:

By way of introduction, this firm represents LocalPages. Your website, <http://www.benedelman.org/news/010510-1.html>, attributes traffic from infoSpace to Google as being conversion inflated. The website includes a matrix which indicates that Local Pages is part of that inflation conversion process, and on the path between infoSpace and Nami web traffic. LocalPages does not engage in this practice.

Whereas Nami may be the hub that connects all of the traffic sources to infoSpace; your matrix is incorrect with regard to LocalPages. Nami connects this traffic to partners upstream to Google and infoSpace. LocalPages was strictly doing media buys from different networks, even directly from entities like Google and Yahoo, etc. in order to drive traffic to LocalPages' site. LocalPages is not involved in monetizing adware traffic in this process.

Monetization of adware traffic and sub-syndication is Nami Media's business, along with numerous other companies. Because of your website, infoSpace has terminated our contract. Since we believe your website to be inaccurate, please provide us with a substantive response either supporting your allegations, or kindly, a revision letter clarifying for infoSpace and Google that LocalPages is not driving this traffic from Nami.

We ask for this retraction on your website so that we may re-secure our contract with infoSpace. Absent this resolution, LocalPages will continue to suffer damages because of your website, in terms of loss revenue, in excess of \$500,000. LocalPages has been informed that their contract with infoSpace has been terminated because of your website and your representations. We ask for your help, so that this matter does not have to become a legal issue.

Please advise as to whether you will provide your insight to this issue.

Very truly yours,

Ferring & DeLue LLP

s/Daniel D. DeLue

Daniel D. DeLue

DDD:irs

CC: LocalPages, Inc.

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