

briefing

AN EDITION OF *The Dallas Morning News*

Q&A

What's *Briefing*?

Briefing is a new newspaper product created by *The Dallas Morning News* for busy people on the go. Beginning August 27, 2008 *The Dallas Morning News* will begin distributing *Briefing* free to homes in select neighborhoods in our community every Wednesday through Saturday.

Why is *The Dallas Morning News* doing this?

The Dallas Morning News is dedicated to meeting the news and information needs of all North Texas residents. Many people who live busy lifestyles can't find the time to fit the traditional newspaper in to their day, but still want to stay in the know about what's happening in their community.

Briefing's quick-read format offers busy people what they need to know when they're on the go.

What if I want to stop my home delivery of *Briefing* or have other questions?

Simply call the *Briefing* Customer Care team at (214) 977-8333 or visit dallasnews.com/briefing. Delivery will cease in two business days or less.

What will I find inside *Briefing*?

In a single section, *Briefing* gets you caught up quickly on the day's most important news and information, as well as providing money-saving coupons and special buys.

Why am I not getting *Briefing* and who do I call to get it?

Briefing is delivered to homes in select neighborhoods. Please contact the *Briefing* Customer Care team at (214) 977-8333 to request delivery.

This newspaper is creating clutter in my neighborhood. I want to lodge a complaint.

Briefing Customer Care is committed to avoiding any lawn accumulation as well as stopping home delivery upon request within two business days. Please contact the *Briefing* Customer Care team at (214) 977-8333 to discuss the issue in your neighborhood.