



GARDNER
Business Media, Inc.

Media that move manufacturing

6915 Valley Avenue
Cincinnati, OH 45244-3029

HQ 513 527 8800 | 800 950 8020
Fax 513 527 8801

March 12, 2013

Via Certified Mail

Top-Hat Plan Exemption
Employee Benefits Security Administration
Room N-1513
U.S. Department of Labor
200 Constitution Avenue, N.W.
Washington, D.C. 20210

2013 MAR 18 PM 3:24
 EBSA/PUBLIC AFFAIRS

Re: The Gardner Business Media, Inc. Phantom Stock Unit Plan (the "Plan")

Dear Secretary:

Pursuant to Section 2520.104-23 of the Department of Labor's Regulations, this letter will serve as notice that, with respect to the Plan, the undersigned intends to utilize the alternative form of compliance, with the reporting and disclosure requirements of Part 1 of Title I of the Employee Retirement Income Security Act of 1974 ("ERISA"), which alternative form of compliance is provided in the aforesaid Regulations Section.

Pursuant to Regulations Section 2520.104-23(b), the following information is provided:

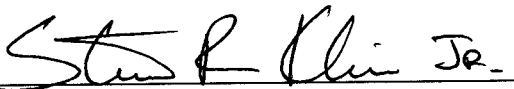
1. Name and Address of Employer: Gardner Business Media, Inc.
6915 Valley Avenue
Newtown, OH 45244-3029
2. Employer's Employer Identification Number: 31-0291590
3. The Employer hereby declares that it maintains the Plan primarily for the purpose of providing deferred compensation for a select group of management or highly compensated employees.
4. The Employer hereby states that it maintains only this one Plan primarily for the purpose of providing deferred compensation for a select group of management or highly compensated employees, and the number of current employees in such Plan is as follows:
3

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Pursuant to Regulations Section 2520.104-23(b)(2), the Employer will provide Plan documents to the Secretary of Labor upon request as required by Section 104(a)(6) of ERISA.

Very truly yours,

Gardner Business Media, Inc.

By: 
Steven R. Kline, Jr.

Its: Plan Administrator

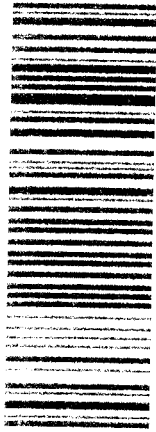
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GARDNER

Business Media, Inc.

515 VALLEY AVE., CINCINNATI, OH 45246



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WASHINGTON DC 20210

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