



Ms Sharron Hiles
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By email

Our ref: HRK/KAM/ASS7.896

13 February 2012

Dear Ms Hiles

"Mailshot" to Express readers

We write further to your email on 27 January 2012 in which you asked various questions about the letter which our client sent to a number of readers of the Daily Express following the title's takeover by Richard Desmond. Enclosed is a copy of the letter as sent to approximately 900,000 people.

The names and addresses for the recipients of the letter were largely purchased from companies which specialise in compiling and selling marketing data. A small number were obtained from Associated Newspapers' in-house database.

Yours sincerely

RPC

Enc.

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THE DAILY MAIL THE MAIL ON SUNDAY

Telephone: 020 7938 6000

From: The Managing Editor

*Northcliffe House,
2 Derry Street,
Kensington,
London W8 5TT*

Dear Reader

Forgive me for writing to you but you may be unaware of the fact that your newspaper, the Daily Express, has just been bought by one of Britain's most prolific peddlers of pornography.

Richard Desmond, who has acquired both the Daily Express and Sunday Express, makes a fortune from such top shelf magazines as *Nude Readers' Wives*, *Big Ones*, *Asian Babes* and *Over Forty*, as well as an X-rated cable TV channel called *Fantasy*.

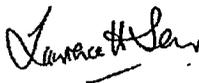
You could be forgiven for feeling apprehensive about the kind of values Mr Desmond will bring to your newspaper which, until now, has always stood for everything that is decent in British life.

Don't despair. There is one paper which is still true to all the values that you hold dear. That is why I am inviting you to try the Daily Mail and The Mail on Sunday at a very special price for the next 11 weeks. Indeed, for the next nine days you can sample both papers for just a penny a day.

But then the Mail, which champions all that is best about this country is, quite simply, Britain's best value-for-money newspaper.

So why not try us this weekend and in the coming weeks with the special money-off vouchers in this envelope? You could save yourself over £20. I don't think you'll be disappointed.

Yours sincerely,



LAWRENCE SEAR

Managing Editor

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