



December 17, 2012

To our valued partners in the Real Estate community:

I am writing to inform you of immediate steps that are being taken to address the unfortunate article that appeared on the cover of our Real Estate section on Sunday, December 16.

First off, on behalf of the Times Union staff, please accept my apologies for this article making it into our newspaper. We regret the one-sided nature of this piece and its representation of our REALTOR® and Agent Partners in the community. Our true belief is that members of the real estate community have a tremendously positive impact on our community, and that these many benefits were not captured in this article.

Beginning tomorrow, the Times Union will begin an ad campaign that addresses this by highlighting to our readers the importance and benefits of working with REALTORS® and agents throughout the home selling process. This campaign will begin as a full page ad in our newspaper every day Tuesday through Sunday, and will appear on our Web site, timesunion.com, as well.

Our intent of this campaign is to show how important REALTORS® and agents are to our community, as well as show you how important you are to us. Please know that we will work with all of you to right this wrong in any way that we can, and accept my sincerest apologies.

Unfortunately, I am traveling this week and will be unavailable to speak with any of you wishing to do so. In my absence, however, please call Kurt Vantosky, Times Union's Senior VP of Sales and Marketing. He can be reached directly at kvantosky@timesunion.com or 518-454-5405.

Sincerely,

George R. Hearst III
Publisher and CEO