



Dear Customer:

We're celebrating today, and it's because of you. When CSA and ProQuest first joined forces, we announced that we would use the name ProQuest CSA in our early days together. That name has served us well, helping customers and partners become acquainted with us as a combined company. During our first ninety days we gathered input from literally hundreds of customers about our company and our brands. A common theme emerged. Keep it simple. Keep it memorable. Choose a name that reflects the values of the ProQuest and CSA companies that have served libraries and researchers so well for decades. Last week we unveiled our new logo for employees, and today we are sharing the news with you. Our name is ProQuest.

First used in 1995 to name an IIA award-winning product, the ProQuest brand has come to stand for quality and authoritative content. As we become known by new information seekers, the name ProQuest will evoke an invitation: "In the course of your quest for discovery, come and use a product that provides the best results. *Start here.*" This is the spirit and welcome to users conveyed by the new "pathway" logo and tagline you see today.

We want to assure you that the talent, experience, and innovation behind CSA are also at work in building our new company. We will continue to invest in key products and services from the legacy ProQuest and CSA businesses, while we move full speed ahead on creating new workflow solutions. Our combined company now has exponentially more power to serve users worldwide. CSA Illustrata™, COS Research Support Solutions, ProQuest Historical Newspapers™ - Black Newspapers, and ProQuest® Civil War Era are just a few current examples we'll talk more about during ALA later this month. Attendees will see trusted products from Chadwyck-Healey, UMI, SIRS, eLibrary, and Serials Solutions and Ulrich's as well.

Our combined company also means renewed support for library advocacy. *Library Journal* has recently announced the ProQuest sponsorship of *LJ's* Teaching Award, designed to recognize excellence in educating the next generation of librarians. The American Library Association's Spectrum Scholars have benefited from the significant funding raised by the ALA ProQuest Scholarship Event, now in its ninth year. In addition, work is underway to integrate the two separate library school programs offered by ProQuest and CSA. Our goal is to offer enhanced services to 100% of the world's library schools.

We all know that a brand is much more than a name... it is the experience you have with a company or product, and the expectation that develops as a result. As one survey respondent told us, "Your strongest asset is the people who work for you." We're proud of our employees and their dedication to the success of each user's specific quest for knowledge, no matter the research task. You should expect no less.

We're ProQuest... where the future is bright indeed. Start here!

Matt Dunie, President
Marty Kahn, CEO