

August 24, 2009

To Our Valued Supplier:

On August 17, 2009, The Reader's Digest Association, Inc. (RDA) in the United States announced a restructuring plan and an agreement with the majority of senior financial lenders to significantly reduce our debt and better position our company for long-term success.

As anticipated in our previously announced restructuring plan, RDA's U.S. businesses today filed voluntary petitions for reorganization under Chapter 11 of the United States Bankruptcy Code to provide the necessary legal framework for reorganization. The company is NOT going out of business and, in fact, is continuing to operate "business as usual."

It is important for you to recognize that this filing applies only to RDA's U.S. businesses. RDA's operations in Canada, Latin America, Europe, Africa, Asia and Australia-New Zealand are NOT part of the filing.

Our partnership with you is very important to us, and we want to make sure that we answer all of the questions you may have. Most importantly, we want to be sure you understand the following key points:

- RDA's non-U.S. entities are NOT part of the Chapter 11 process.
- Chapter 11 is a proven process in the U.S. Court system. It allows companies like ours to address debt issues and restructure their balance sheets to ensure their long-term success. We expect to complete this process quickly and effectively.
- As always, we expect to continue publishing all of our titles, including digital offerings, and to providing the same quality services, without interruption.

We will keep you informed as we move through this process. Please also feel free to direct any specific questions you may have to your regular RDA contact or our special vendor hotline in the United States, +1 414-209-3400. We will respond to all inquiries as quickly as possible.

RDA recognizes that the relationships we enjoy with our vendors and suppliers are crucial to our ongoing success. We thank you for your continued support and look forward to working with you for many years.

Sincerely,



Albert L. Perruzza

Senior Vice President

Global Operations, Information Technology & Business Redesign