Primedia Stockholders Litigation c/o Strategic Claims Services 600 North Jackson Street, Suite 3 Media, PA 19063

PART I-A:

Toll Free Number: 1-866-274-4004
Website: www.PrimediaSettlement.com
Email: info@strategicclaims.net
Deadline to File a Claim: July 21, 2015

PRIMEDIA STOCKHOLDER CLASS ACTION CLAIM FORM AND RELEASE

DEADLINE FOR FILING CLAIM FORM. This Claim Form must be postmarked for mailing no later than **July 21, 2015**. The Claim Form can be mailed to Primedia Stockholders Litigation, c/o Strategic Claims Services, 600 North Jackson Street, Suite 3, Media, Pennsylvania 19063, or scan and email to info@strategicclaims.net. Failure to timely submit a claim shall result in a waiver of any rights to participate in any distribution of proceeds from the settlement in the action called *In re Primedia*, *Inc. Stockholders Litigation*, C.A. No.5611-VCL (the "Class Action"), currently pending in the Court of Chancery for the State of Delaware (the "Primedia Settlement"), concerning the merger of Primedia, Inc. with an affiliate of TPG Capital L.P. on July 13, 2011 (the "Merger").

Before completing Your Claim Form, please read the Notice

Providing false, misleading or incomplete information or documentation may delay any disbursement from this Settlement, and could jeopardize Your right to a distribution.

NAME AND ADDRESS INFORMATION

Claimant's First Name Co- Claimant's First Name Co- Claimant's Last Name Entity Name (if claimant is not an individual) Representative or Custodian Name (if different from Claimant(s) listed above) Address 1 (street name and number) City State Zip Code Foreign Country (only if not USA)

PART III: RELEASE

PART I-B:

CLAIMANT IDENTIFICATION

You agree to release any and all manner of claims, demands, rights, liabilities, losses, obligations, duties, damages, diminutions in value, costs, debts, expenses, interest, penalties, fines, sanctions, fees, attorneys' fees, expert or consulting fees, actions, potential actions, causes of action, suits, agreements, judgments, decrees, matters, issues and controversies of any kind, nature or description whatsoever, whether disclosed or undisclosed, accrued or unaccrued, apparent or not apparent, foreseen or unforeseen, matured or not matured, suspected or unsuspected, liquidated or not liquidated, fixed or contingent, which now exist, or heretofore or previously existed, or may hereafter exist, including known claims and Unknown Claims, whether direct, derivative, individual, class, representative, quasi-appraisal, legal, equitable or of any other type, or in any other capacity, whether based on state, local, foreign, federal, statutory, regulatory, common or other law or rule (including but not limited to any claims under federal or state securities law, federal or state antitrust law, or under state disclosure law or any claims that could be asserted derivatively on behalf of Primedia) which (a) were or could have been asserted in either the Class Action or In re Primedia Derivative Litigation, Consol. C.A. No. 1808-N (the "Derivative Action"), or were asserted in Palkon v. Primedia, Inc., et al., No. 11A-05872-3 (Superior Ct. Gwinnett Cty., Georgia) or Astor BK Realty Trust v. Bell, et al., No. 2011-CV-201001 (Superior Ct. Fulton Cty., Georgia), (b) relate in any way to the Merger, (c) relate in any way to public disclosures made or which are alleged to have been required to have been made with respect to the Merger, or (d) relate in any way to the purchase, retention, redemption or sale, directly or indirectly, by Defendants or their Affiliates, of Primedia common or preferred stock; provided, however, that Claims shall not include any claims relating to the enforcement of the Settlement, any claims asserted under 8 Del. C. §262, or any claims for non-payment of the Merger consideration of \$7.10 per share in cash to Primedia stockholders as of the completion of the Merger. These are called the "Released Claims."

You agree to release any and all of the Defendants, the Derivative Action Additional Defendants, and each of their respective past, present, and future direct or indirect, affiliates, associates, subsidiaries, parents, predecessors and successors, as well as the KKR Investment Funds and TPG Investment Funds, and each of their respective officers, directors, employees, agents, representatives, managers, financial, investment or other advisors, insurers, attorneys, consultants, control persons, partners (general or limited), stockholders, members, and affiliates and associates, and the legal representatives, heirs, executors, administrators, successors in interest or assigns of any of the foregoing. These are called the "Released Parties." "KKR Investment Funds" means every current, former or future investment fund, vehicle or account sponsored, advised or controlled by Kohlberg Kravis Roberts & Co. L.P. or any of its parent entities, subsidiaries or affiliates, including, without limitation, (i) all parallel, alternative, side-by-side or other investment vehicles formed directly or indirectly by or on behalf of any of the foregoing. "TPG Investment Funds" means every current, former or future investment fund, vehicle or account sponsored, advised or controlled by TPG Capital L.P. or any of its parent entities, subsidiaries or affiliates, including, without limitation, (i) all parallel, alternative, side-by-side or other investment vehicles or funds formed by or on behalf of any of the foregoing, and (ii) all special purpose vehicles, subsidiaries and investment vehicles formed directly or indirectly by or on behalf of any of the foregoing, and (ii) all special purpose vehicles, subsidiaries and investment vehicles formed directly or indirectly by or on behalf of any of the foregoing. "Released Defendant Claims" means any claims that have been or could have been

asserted in the Action or any forum by Defendants or any of them or their respective successors and assigns against Plaintiff, any Class Member, or any of their respective counsel, which arise out of or relate in any way to the institution, prosecution, settlement or dismissal of the Action, including any claims of bad faith or abuse of process against Plaintiff or Plaintiff's Counsel relating to their prosecution of the Action; provided, however, that Defendants' Claims shall not include any claims relating to the enforcement of the Settlement.

"Unknown Claims" means any and all claims that Plaintiff or any Class Member does not know or suspect exists in his, her or its favor at the time of the release of the Released Claims as against the Released Parties, including without limitation those which, if known, might have affected the decision to enter into this Settlement, and any and all claims which any Defendant does not know or suspect to exist in his, her or its favor at the time of the release of the Released Defendant Claims, including without limitation those which, if known, might have affected the decision to enter into this Settlement. With respect to any of the Released Claims and Released Defendant Claims, the Parties stipulate and agree that upon the Effective Date, Plaintiff and each Defendant shall expressly and each of the Class Members shall be deemed to have, and by operation of the Judgment shall have, expressly waived, relinquished and released any and all provisions, rights and benefits conferred by or under Cal. Civ. Code § 1542 or any law of the United States or any state of the United States or territory of the United States or other jurisdiction, or principle of common law, which is similar, comparable or equivalent to Cal. Civ. Code § 1542, which provides: "A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with the debtor." Plaintiff and Defendants acknowledge, and the other Class Members by operation of law shall be deemed to have acknowledged, that they may discover facts in addition to or different from those now known or believed to be true with respect to the Released Claims and the Released Defendant Claims, but that it is the intention of Plaintiff and Defendants, and by operation of law the other Class Members, to completely, fully, finally and forever extinguish any and all Released Claims and Released Defendant Claims, known or unknown, suspected or unsuspected, which now exist, or heretofore existed, or may hereafter exist, and without regard to the subsequent discovery of additional or different facts. Plaintiff and Defendants acknowledge, and the other Class Members and other Released Parties by operation of law shall be deemed to have acknowledged, that the inclusion of "Unknown Claims" in the definition of "Released Claims" and in the definition of "Released Defendant Claims" was separately bargained for and was a key element of the Settlement and was relied upon by Plaintiff and Defendants in entering into the Stipulation.

I (We) declare under penalty of perjury under the laws of the United States of America that the foregoing information supplied by the undersigned is true and correct.

Signature of Claimant		
	Date:	MM DD YYYY
Print Name of Claimant		IVIIVI DD TTTT
Signature of Co-Claimant, if any		
	Date:	MM DD YYYY
Print Name of Co-Claimant		

If You move after filing this notice but before You receive a response please provide Your new address to the Settlement Administrator by emailing info@strategicclaims.net or calling 1-866-274-4004. Thank You.

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IMPORTANT LEGAL NOTICE – PLEASE FORWARD