

Competitors not too kosher

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The Brooklyn-based publisher of a phone directory marketed to the Jewish community is suing a competitor it accused of stealing the directory's name and sullyng its reputation by publishing sex-laced ads.

The Jewish Sephardic Yellow Pages Ltd., which produces the Kosher Yellow Pages, filed suit in federal court in Brooklyn last week against Kew Gardens-based Dag Media Inc., which publishes its own Kosher Yellow Pages.

Darren Oved, a lawyer for Ben Hooren, president of Jewish Sephardic, said his client continues to lose advertising money to Dag Media's Yellow

Pages because of the confusion over the kosher name.

"If this is allowed to continue, we would not be able to exist after a certain period of time. They're using the same exact name with the same exact goods," Oved said, adding that his client will likely seek damages at a later time.

In court documents, Jewish Sephardic also accused Dag Media's Yellow Pages of besmirching its character through the latter's ads for adult-oriented services with names such as "The Pleasure Chest" and "A Taste of Honey Topless Entertainment," the suit states.

Assaf Ran, president and CEO of Dag Media, could not be reached for comment. A court hearing is set for tomorrow

in the U.S. District Court Eastern District of New York.

Dag Media, which is publicly traded, is an independent and fast-growing publisher of print and online business directories that it says target the general populace, worldwide Jewish communities and the Ultra-Orthodox and Hasidic communities.

It also owns The Blackbook, a publisher of photography and illustration books used as a reference for finding photographers and artists.

Dag announced last week that its advertising revenue for 2003 was up 39 percent from the previous year, jumping from \$6.5 to \$9 million. Net income reached \$1.6 million, compared with a \$1 million loss the prior year.