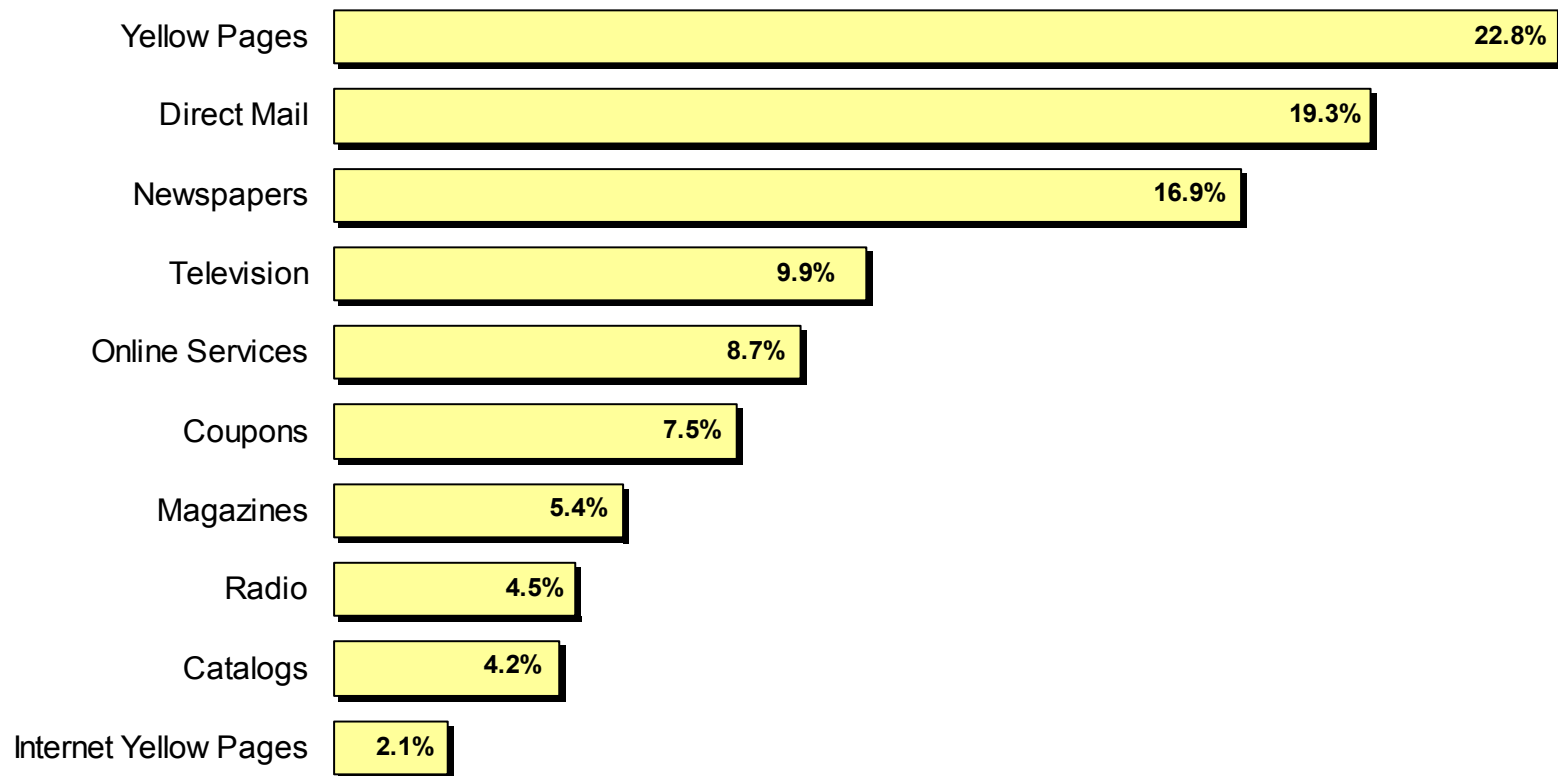


# The Value of Yellow Pages in a Competitive Media Market

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Median percent of consumers making purchases who considered various media prior to the decision to purchase

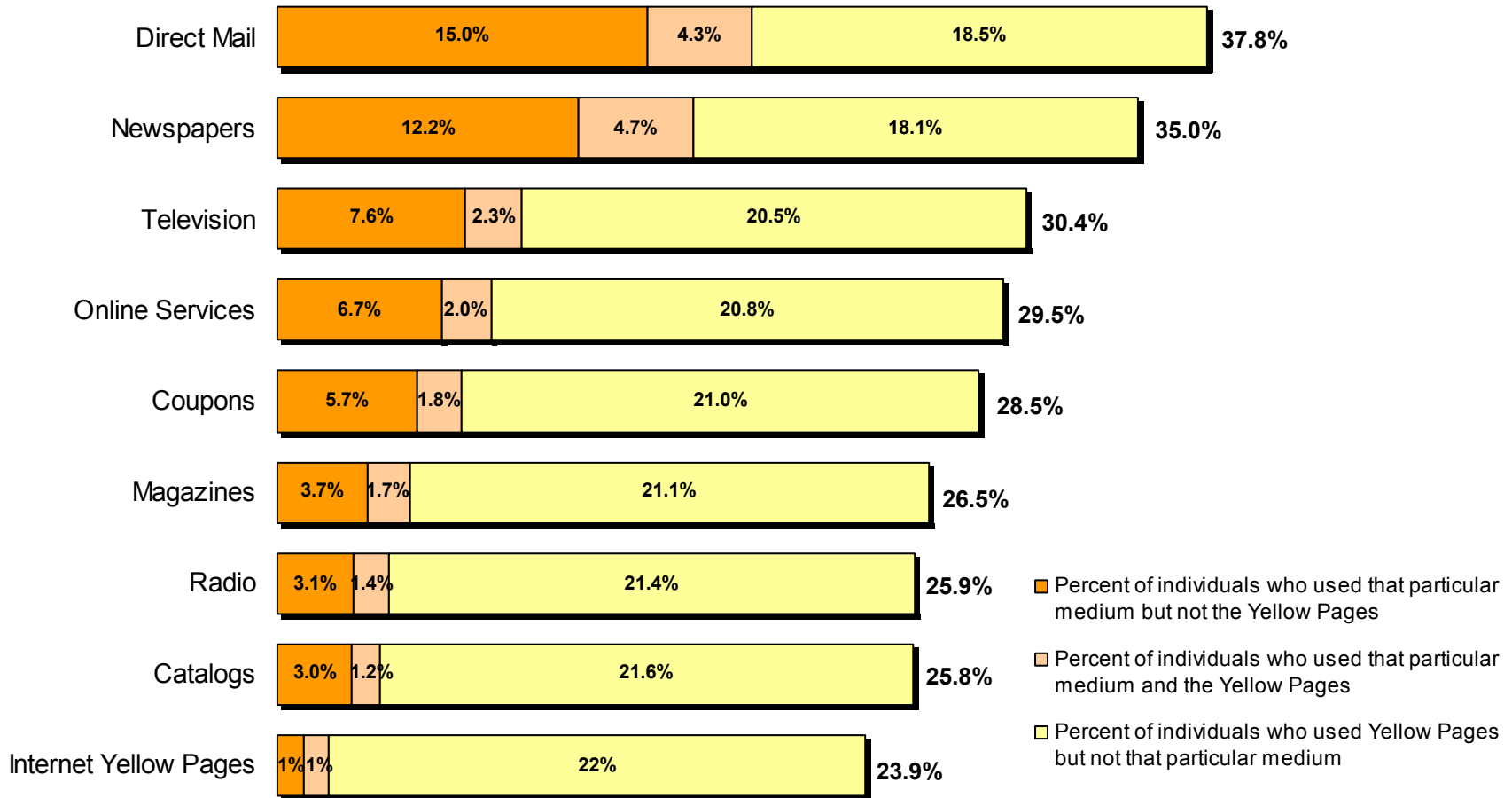


Source: 2004 Media Impact Study, conducted by TNS.

Note: Percent estimates represent a median percent based on media usage across 155 product and service categories among those consumers involved in a purchase decision. For a list of the product and service categories investigated, please contact YPIMA at (908-286-2380).

# How Yellow Pages Extend the Reach of Other Media

Median percent of consumers making purchases who considered various media prior to the decision to purchase



Source: 2004 Media Impact Study conducted by TNS

Note: Percent estimates represent a median percent based on media usage across 155 products and service categories among those consumers involved in a purchase decision. For a list of the product and service categories investigated, please contact YPIMA at (908-286-2380).