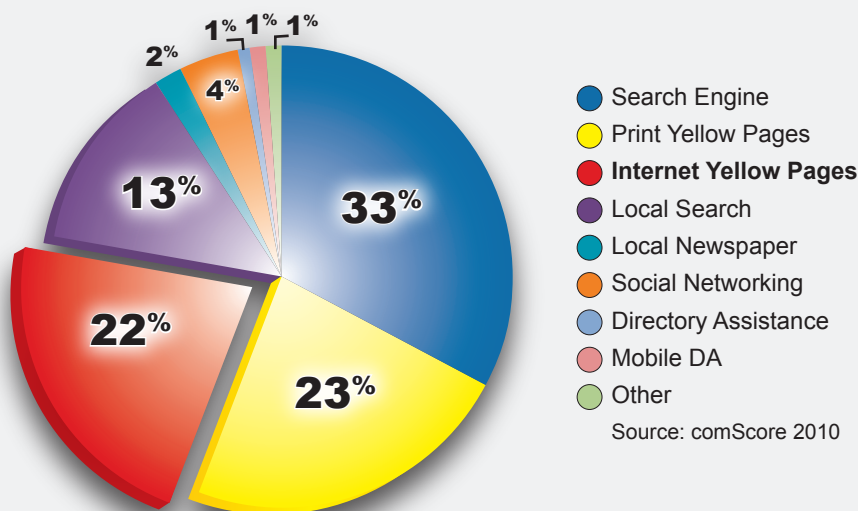


# Why Advertise on Internet Yellow Pages?

## Where Consumers Turn First For Local Business Information



## IYP Advertising Puts You in Front of Millions of Online Consumers <sup>(4)</sup>

In 2010, IYP ads were referenced more than 5.6 billion times by U.S. consumers, up from 4.6 billion in 2009. <sup>(4)</sup>

- 54% of all IYP users had no specific business in mind; They are actively shopping for goods and services!
- 35% of all IYP-referred customers were new to the business they selected.
- Over one third of U.S. consumers refer to IYP products at least once a month.
- Nearly 80% of the time someone uses a Yellow Pages product (print or Internet) they will make a purchase. (Compared to the 3.2% “click-through” rates of Internet search results.<sup>(6)</sup>)

## Internet Yellow Pages (IYP) Expands Your Reach to the Growing Mobile Market

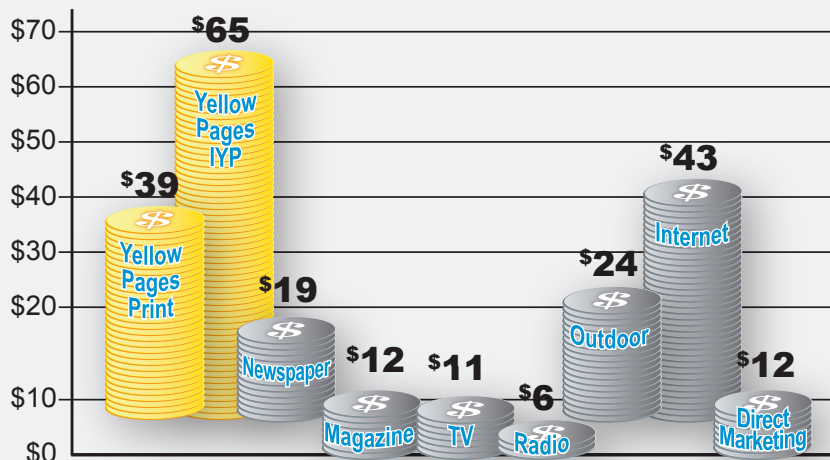
Software developer Avantar's Yellow Pages app was the number one download in Apple's App store in the “Navigation” category. The application merges the phone's GPS location with Yellow Pages listings to deliver relevant local search results. The application generated nearly 2 million searches per month. <sup>(1)</sup>



- Nine out of 10 U.S. adults currently use at least one mobile-capable device. <sup>(2)</sup> Those who own a mobile device carry it with them for the majority of the day.
- AT&T's “YP mobile app”, which comes pre-loaded on AT&T mobile phones, has seen 40 million downloads on other carriers. <sup>(3)</sup>



## Return for Every Dollar Spent



## IYP Reaches Ready to Buy Consumers

IYP users spend about 34% more than the average consumer. <sup>(7)</sup>

- 35% of IYP users that make a purchase are new customers to businesses they contact. <sup>(8)</sup> IYP users have significantly higher levels of income and education than the average consumer. (Individual income is \$50.3K annually; household income is \$94.9K annually. <sup>(9)</sup>)
- The largest number of IYP users is 25 – 49 years old. <sup>(10)</sup>

1. prMac.com, April 2009 press release  
 2. Experian Simmons 2010  
 3. “Yellow Pages Battles Google in Local Search,” USA Today, February 15, 2011  
 4. 2010 Local Media Tracking Study, Burke Research, May 2011  
 5. comScore 2010

6. MarketingSherpa 2010 Search Marketing Benchmark  
 7. Simmons Spring 2010 National Consumer Behavior Study  
 8. 2010 Local Media Tracking Study, Burke Research, May 2011  
 9. Simmons 2010 National Consumer Survey/CRM Associates 2010  
 10. Simmons 2010 National Consumer Survey