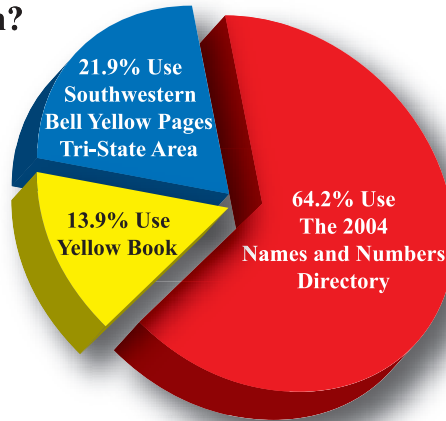




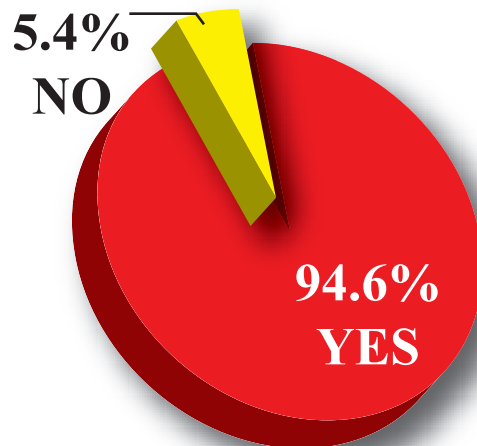
RESULTS FROM THE USAGE SURVEY FOR JOPLIN NAMES AND NUMBERS 041473

A recent *survey of area residents and businesses demonstrates how much people depend on their Names and Numbers Phone Book in comparison to other books. The 385 people surveyed reported their usage of Names and Numbers as follows:

1. Could you please read the publication code number found on the spine of the telephone directory you use most often?



2. Do you use the 2004 Names and Numbers Joplin Telephone Directory, white or yellow pages, at home, at work, or in some other place for personal or at work needs?



*This survey was conducted in Joplin during the week of February 27, 2004. Actual responses are on file and available for viewing by appointment during business hours at our corporate office in Pittsburg, Kansas (800) 592-7625.

