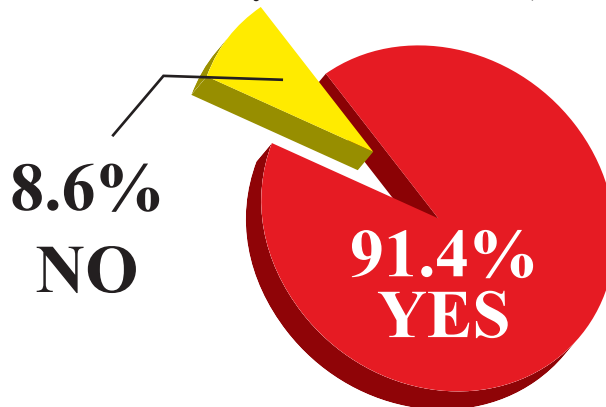


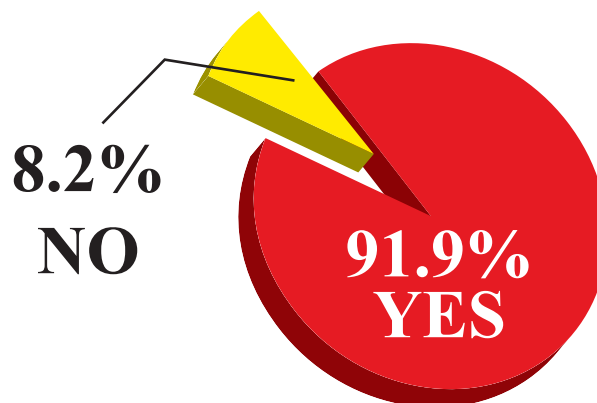
RESULTS FROM THE USAGE SURVEY FOR NORTHWEST ARKANSAS NAMES AND NUMBERS 004796

A recent *survey of Northwest Arkansas 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. Do you have the Names and Numbers Northwest Arkansas Telephone Directory in your home? (It's the book with the kayaker on the cover.)



2. Do you use the Names and Numbers Telephone book at home, at work or some other place for personal or work related needs?



*This survey was conducted in Northwest Arkansas during the month of January 2007. Actual responses are on file and available for viewing by appointment during business hours at our corporate office in Pittsburg, Kansas (800) 592-7625.

