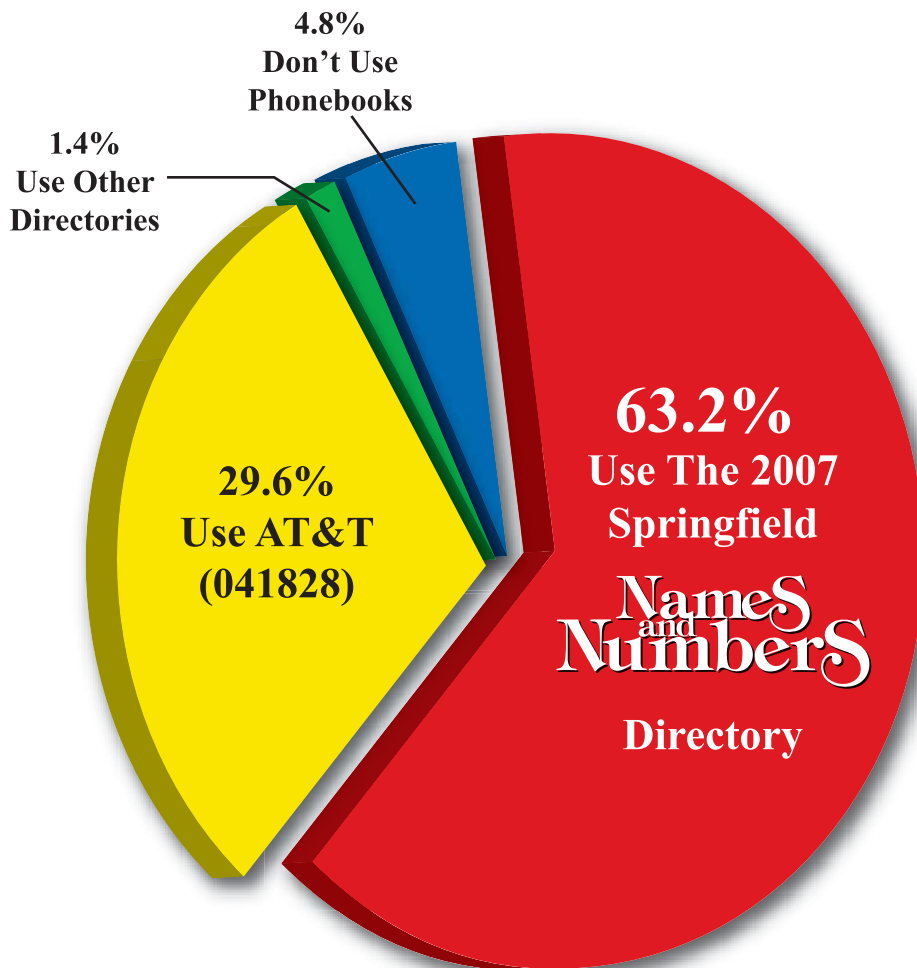


RESULTS FROM THE USAGE SURVEY FOR SPRINGFIELD NAMES AND NUMBERS 103671

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 code number found on the spine of the telephone directory you use most often?



*This survey was conducted in Springfield during the month of March 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.

