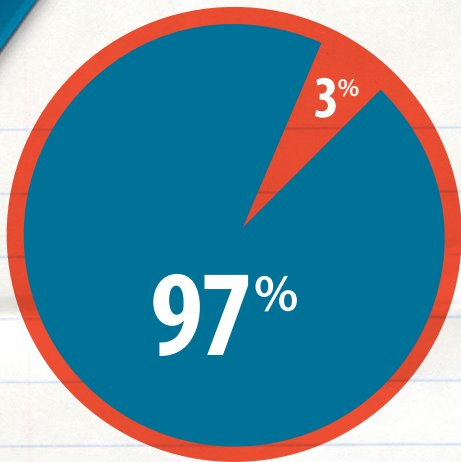


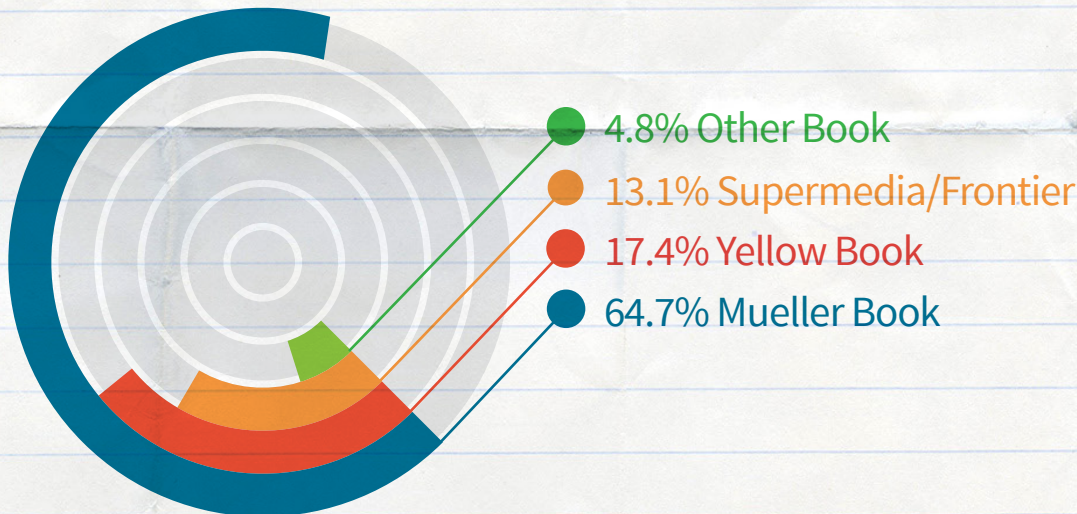
97% OF CONSUMERS STILL USE PHONE BOOKS.



Age	18-24	25-34	35-44	45-54	55-64	65+	Overall
Percent of population	11.34%	15.92%	16.43%	19.49%	15.54%	21.27%	
Yes	15	24	26	30	27	10	132
No	3	1	0	0	0	0	4
Total	18	25	26	30	24	33	156
Yes	83%	96%	100%	100%	100%	100%	97%
No	17%	4%	0%	0%	0%	0%	3%

97% Use a phone book
3% Do not use a phone book

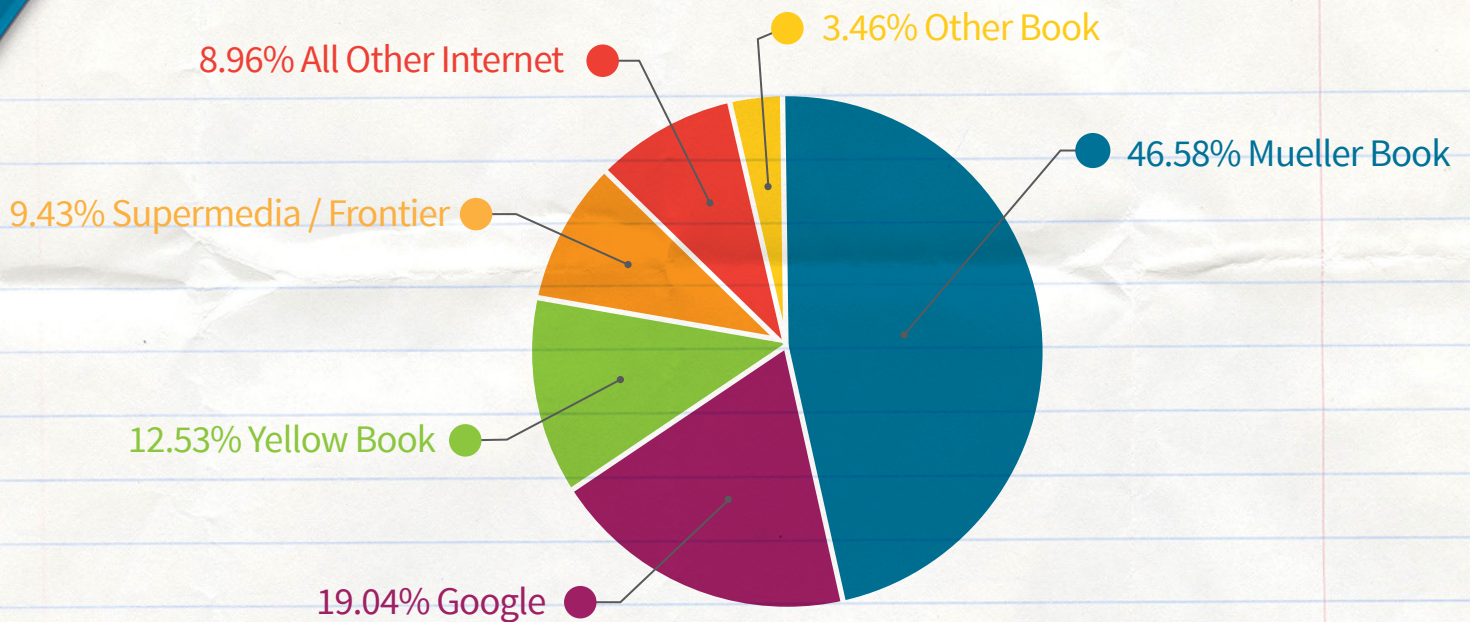
Consumers prefer the Mueller Book more than all other books combined.



Sources: In May of 2011 UW Marshfield Wood County business communication course found 97% of the population use yellow pages and 3% not.

In November of 2009 Ver-A-Fast found that 64.7% of the population prefer the Mueller Book, 17.4% prefer Yellow Book, 13.1% prefer Supermedia/Frontier, and 4.8% prefer other directory. These two studies have been merged to give an overall user preference.

WHERE DO LOCAL CONSUMERS TURN 1ST TO FIND A LOCAL BUSINESS?



More consumers choose the Mueller Book to find local businesses than the next three sources combined.

Age	18-24	25-34	35-44	45-54	55-64	65+	Overall
Percent of population	11%	16%	16%	19%	16%	21%	
Internet	14	14	7	5	3	0	43
Telephone Book	4	11	18	25	22	33	113
Total	18	25	26	30	24	33	156
Internet first	76%	57%	29%	18%	11%	0%	28%
Telephone book first	24%	43%	71%	82%	89%	100%	72%



Sources: In May of 2011 UW Marshfield Wood County business communication course found 72% of the population turn to a phone book first and 28% turn to the internet first. Of the 28%, 68% prefer Google.com and 32% prefer other online sources.

In November of 2009 Ver-A-Fast found that 64.7% of the population prefer the Mueller Book, 17.4% prefer Yellow Book, 13.1% prefer Supermedia/Frontier, and 4.8% prefer other directory. These two studies have been merged to give an overall user preference.