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WhitePages.com
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Web-savvy shoppers

Adults who shopped online (last month) AND:

Downloaded coupons (online, last month)
11.4% Reach | Index 162

Joined an incentive/reward program (online, last month)
12.5% Reach | Index 177

Created a gift registry (online, last month)
15.2% Reach | Index 215

Made an purchase (online, last month)
9% Reach | Index 127

Online shoppers & offline purchases

Adults who shopped online (last month) AND made purchases:

At a book/music/movie store (in-store purchase, last month)
10.4% Reach | Index 148

At an apparel store (in-store purchase, last month)
10.6% Reach | Index 150

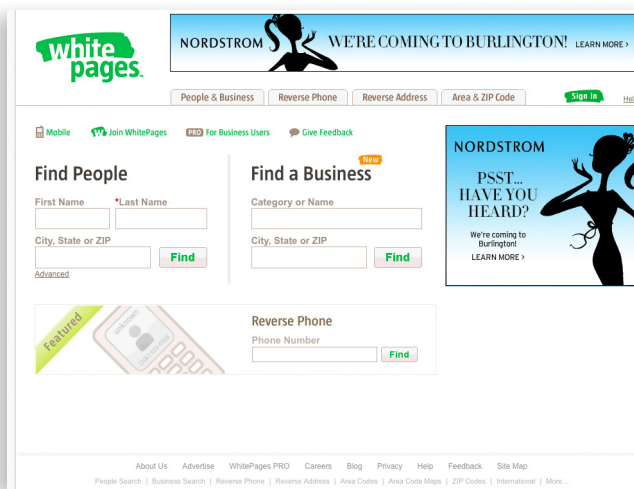
At a home/office/electronics store (in-store purchase, last month)
9.9% Reach | Index 140

Over the phone or mail order (last 6 months)
11.1% Reach | Index 157

Source: NielsenNetratings @Plan Release 4, 2010

A One-Stop Shop for Retail Advertisers

Busy people trust WhitePages for accurate contact information on a day-to-day basis—especially when they are managing major life events, and planning for the holiday season. As the leading online destination for contact information today, we'll help you reach shoppers at scale in our clean, uncluttered environment.



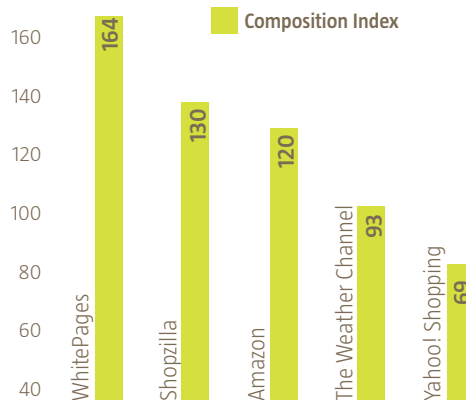
Tools to target shoppers

- **Store locator:** Dynamically display your nearest locations on our maps/directions page
- **Business search contextual:** Real-time category targeting to people searching for retailers
- **Business search behavioral:** Retarget people who have searched for major retailers, specialty stores and more
- **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for luxury goods on a top online shopping site

How shoppers save time on WhitePages

- By verifying contact information to send packages or gifts (Residential phones, cell phones, addresses)
- Finding store locations, phone numbers, maps and directions (Both online and mobile)

Adults HHI \$100K+ who shopped online and made purchases online (last month)



Source: comScore Plan Matrix, Feb 2011