



Find.
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Connect.
WhitePages.com
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Holiday Shoppers

RETAIL Shopped and purchased online in the last month

Jewelry

12.3% Reach | Index 187

Toys/Games

11.9% Reach | Index 182

Home electronics

12.8% Reach | Index 195

HOLIDAY TRAVEL - Shopped online in the last month

Vaction Packages

18.7% Reach | Index 286

Hotel/Motel Reservations

16.6% Reach | Index 254

BUSINESS CORPORATE GIFTS

Last 6 months*

Directly involved in

purchasing corporate gifts

21.1% Reach | Index 176

Researched purchasing corporate gifts

27.3% Reach | Index 273

Source: @Plan Rel 2, 2011/comScore May 2011*

Targeting Solutions

Business Search

Contextual: Real-time category targeting to people searching for holiday gifts and services

Behavioral: Retarget people who have searched for department stores, consumer electronics, office supplies, specialty stores

Custom creative solutions: Skinning, homepage takeovers, store locator during holiday season

Demo and Geo to reach your specific holiday audience

Shine this Holiday Season

As the leading online destination for contact information today, WhitePages makes it fantastically simple for people to connect during the busy holiday season. We help people connect with friends, family and business associates, help them in their year end rush with such things as finding stores and travel planning assistance.

What are people doing on WhitePages over the holidays?

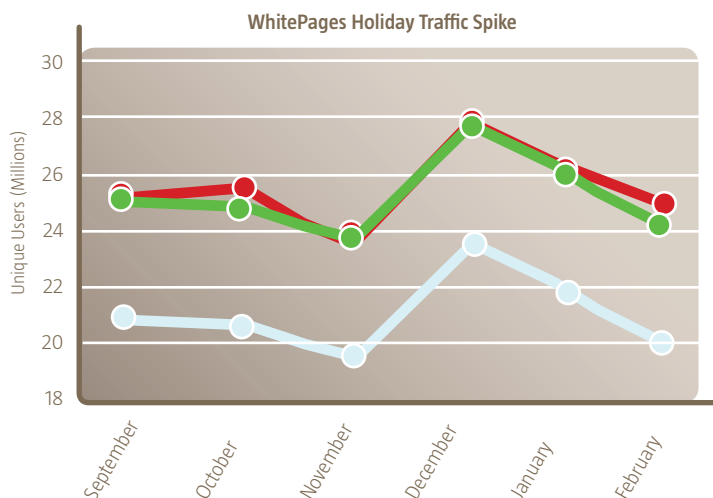
- Sending greeting cards, party invitations and gifts
- Locating businesses: retailers, restaurants, caterers and banquet facilities
- Updating address books and creating holiday greeting card labels



Home page skin ~50 Million home page visits



Rich Media expandable ads



- December traffic spikes 28%
- 2010 Holiday season, people search doubled on mobile

2010
2009
2008