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Right on the Money for Financial Services

As the leading online destination for contact information today, WhitePages attracts many visitors who are receptive to financial services' advertisements. People who use our site are facing big life changes (e.g. getting married, having a baby, moving or starting a business) and making major purchases. That's why financial advertisers like credit card companies, banks, insurance providers and investment services are among WhitePages' top-performing partners.

Consumer finance¹

Adults who shopped online last month for:

New credit cards
14.9% Reach | Index 134

Home banking
14.8% Reach | Index 133

Personal loans
16.7% Reach | Index 151

Credit reports
17.3% Reach | Index 156

Business and investing¹

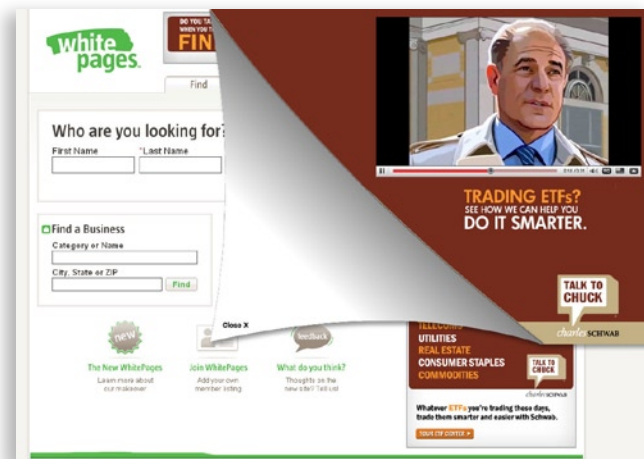
Adults who shopped for B2B Financial Services online, last 6 months
17.6% Reach | Index 159

Adults who started a new business last year and shopped for financial products online, last 6 months²
26.0% Reach | Index 238

Adults with a \$250,000+ portfolio, who monitored stocks online, last month
14.3% Reach | Index 129

Adults who check stock quotes online, once a day²
23.4% Reach | Index 215

Source
1 Nielsen Netratings @plan, Spring 2009
2 comScore Plan Metrix, February 2009



*Sample custom mock-up (peel back unit)

Tools to target people in-market for financial services

- **Behavioral**
To visitors searching for banks, credit unions, loans, insurance, mortgage brokers, investments, business financial services and much more

- **@work**
By industry (SIC), fortune rank, domain, day-part

- **Custom solutions**
We help you develop eye-catching rich-media creative

- **Store locator**
Dynamically populate nearby locations on WhitePages' maps

- **Demographic**
By gender, age, HHI, house value, personal or professional use

Adults who started a new job or business, last year and shopped online for financial products, past 6 months

Source: comScore Plan Metrix, Feb 2009

