



Find.
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Connect.
WhitePages.com
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Web-savvy shoppers

Adults online last month who:

Shopped and made purchases
13.3% Reach | Index 120

Researched products to purchase for the home
15.0% Reach | Index 135

Shopped and joined an incentive / reward program
17.0% Reach | Index 154

Created a gift registry
16.9% Reach | Index 152

Shopped and downloaded coupons, yesterday
16.1% Reach | Index 145

Online and offline purchasers

Adults who purchased online and in-store last month at:

Department and specialty stores
15.2% Reach | Index 137

Apparel stores
14.8% Reach | Index 134

Home / office / electronics stores
14.2% Reach | Index 128

Book / music / movie stores
14.0% Reach | Index 127

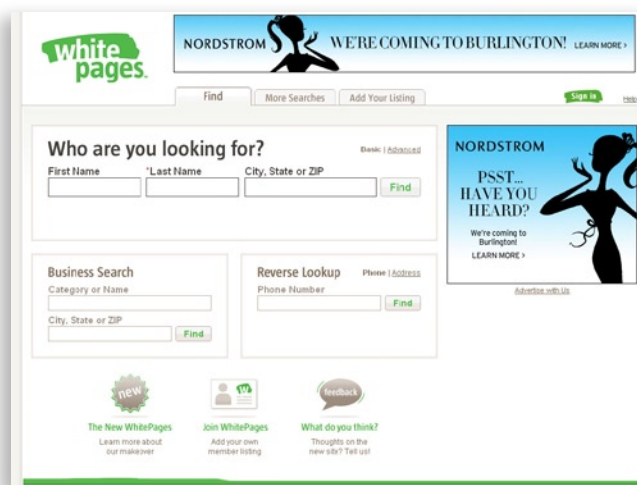
Source:
Nielsen Netratings @plan, Spring 2009

A One-Stop Shop for Retail Advertisers

Busy people trust WhitePages for accurate contact information in their day-to-day lives—especially when they are managing major life events, and planning for the holiday season. As the leading online destination for contact information today, WhitePages provides a large scale audience of people ready to buy.

How shoppers save time with WhitePages:

- Verifying contact information to send packages or gifts (Residential/mobile phone numbers and addresses)
- Finding store locations, phone numbers, maps and directions (Both online and on the mobile phone)



Tools to target shoppers

- **Behavioral**
To visitors searching for department stores, appliances, consumer electronics office supplies, specialty stores and more
- **Store locator**
Dynamically populate nearby locations on WhitePages' maps
- **Custom solutions**
Rich-media creative that attracts shoppers
- **Home page takeovers**
Be seen during peak hours, days or shopping seasons
- **Geo**
High reach in your select markets
- **Demographic**
By gender, age, HHI or house value for specific promotions and holidays

Adults who use the internet 5+ times per week and say it's the easiest way to shop

Source: comScore Plan Metrix, Feb 2009

