



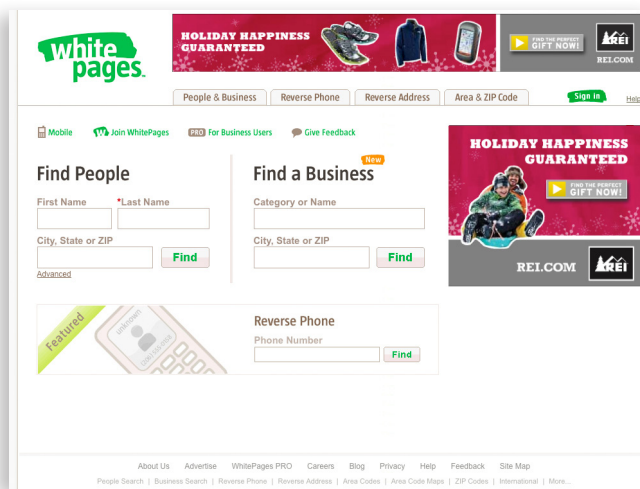
Find.
1301 5th Ave, Ste 1600
Seattle, WA 98101

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WhitePages.com
206.973.5100



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 reach and connect with friends, family and business associates, help them find stores and assist with planning travel during the year-end rush.



Tools to target shoppers

- **Business search contextual:** Real-time category targeting to people searching for retail shopping, travel, personal services, entertainment and more
- **Business search behavioral:** Retarget people who have searched for your products or services in our listings - by business name or category
- **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for holiday goods across a popular shopping site
- **Store locator:** Dynamically display your nearest locations on our maps/directions page
- **Custom solutions:** We'll help you develop impactful rich-media ads specific to your needs
- **Demographic:** Gender, Age, HH Income, HH w/Kids, College Educated

Holiday shoppers

Retail

Jewelry (purchased online, last month)
20.3% Reach | Index 180

Toys/games (shopped online, last month)
18.3% Reach | Index 162

Gourmet food/gift baskets (purchased online, last month)
18.2% Reach | Index 161

Home electronics (shopped online, last month)
16.2% Reach | Index 143

Entertainment

Movie tickets (purchased online, last month)
16.4% Reach | Index 145

Fine arts event tickets (purchased online, last 6 months)
16.0% Reach | Index 141

Travel

Vacation packages (shopped online, last month)
16.4% Reach | Index 145

Hotel/motel reservations (shopped online, last month)
16.4% Reach | Index 145

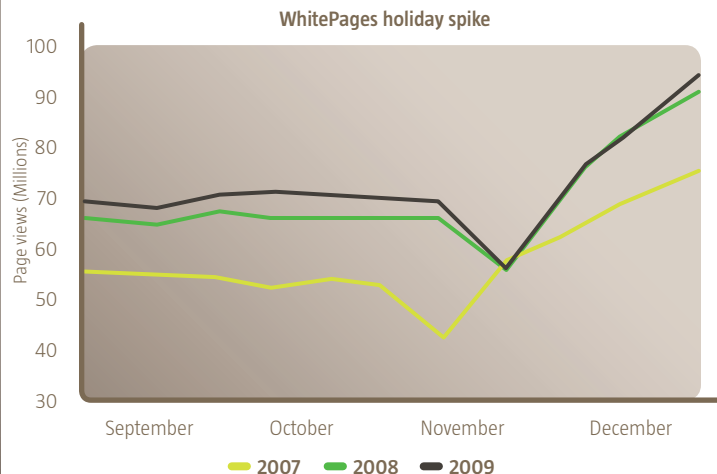
Key dates

- Black Friday: Nov. 27
- Mon/Tues in Dec.
- Shipping dates:
USPS ship dates before Dec 25th (Parcel, First-class, Priority, Express)

Source: Nielsen Netratings @Plan, Winter 09/10

What are people doing on WhitePages over the holidays?

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



Source: Internal logs