

**RECEIVERSHIP & USAGE STUDY**

**BUSINESS SURVEY**

**COBALT TELEPHONE DIRECTORIES, LLC.**

**SECCIÓN AMARILLA - SPANISH YELLOW PAGES  
(Hialeah-Doral, FL)**

**OCTOBER 2007**

In conformance with its Research Rules, Certified Audit of Circulations, Inc., conducted a receivership and usage study on the Sección Amarilla - Spanish Yellow Pages, as detailed below:

**PURPOSE:**

Study was conducted to determine the degree of business receivership and usage of the publisher's telephone directory.

**METHODOLOGY:**

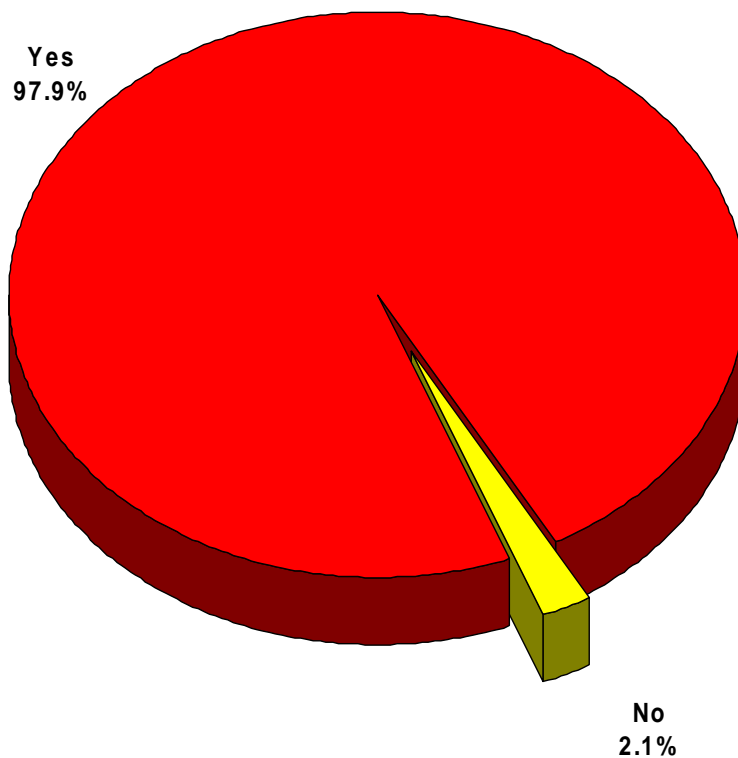
The primary market was defined at the delivery level within the Sección Amarilla - Spanish Yellow Pages designated distribution areas. Respondents within the defined area were randomly selected from electronic directories by zip code according to quotas required to achieve a 95% confidence level for receivership. Only adult members of businesses were eligible as respondents. In total, 378 interviews were conducted October 1 through October 5, 2007.

Survey was conducted by Certified Audit of Circulations (CAC), a nationwide not-for-profit membership organization based in Wayne, New Jersey. CAC is an established provider of market research services and is governed by a Board of Directors representing the publishing, advertising and distribution industries.

**FINDINGS:**

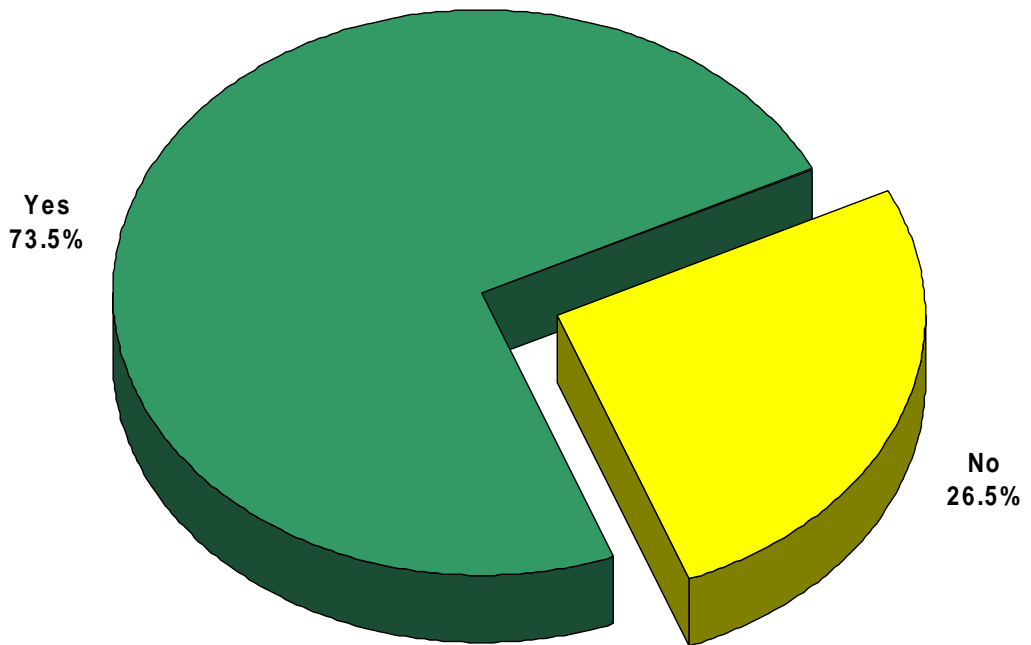
Survey results directly correlate to the number of receivership; margin of error for receivership not to exceed plus/minus 1.5%. Complete findings of this study, conducted on behalf of Cobalt Telephone Directories, LLC., are contained within.

**1. Did you receive the new Spanish Yellow Pages published by Sección Amarilla at your business?**



|           |     |
|-----------|-----|
| Yes (Q.2) | 370 |
| No (End)  | 8   |
| Total     | 378 |

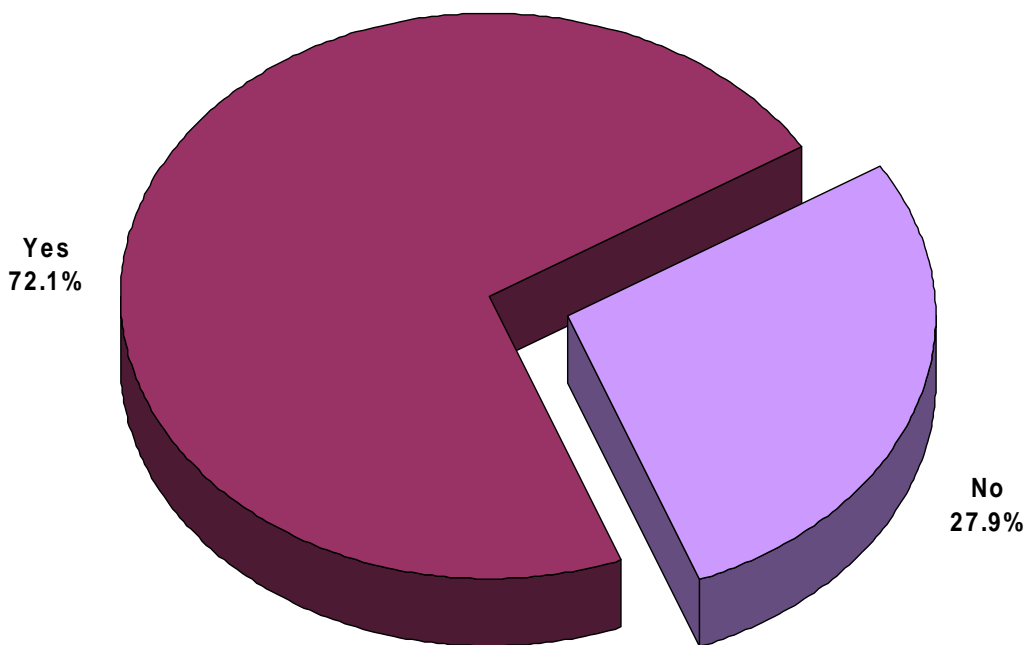
**2. Do you use it?**



|           |     |
|-----------|-----|
| Yes (Q.3) | 272 |
| No (Q.5)  | 98  |
| Total     | 370 |

272 respondents were asked:

3. Have you used it in the last 30 days?



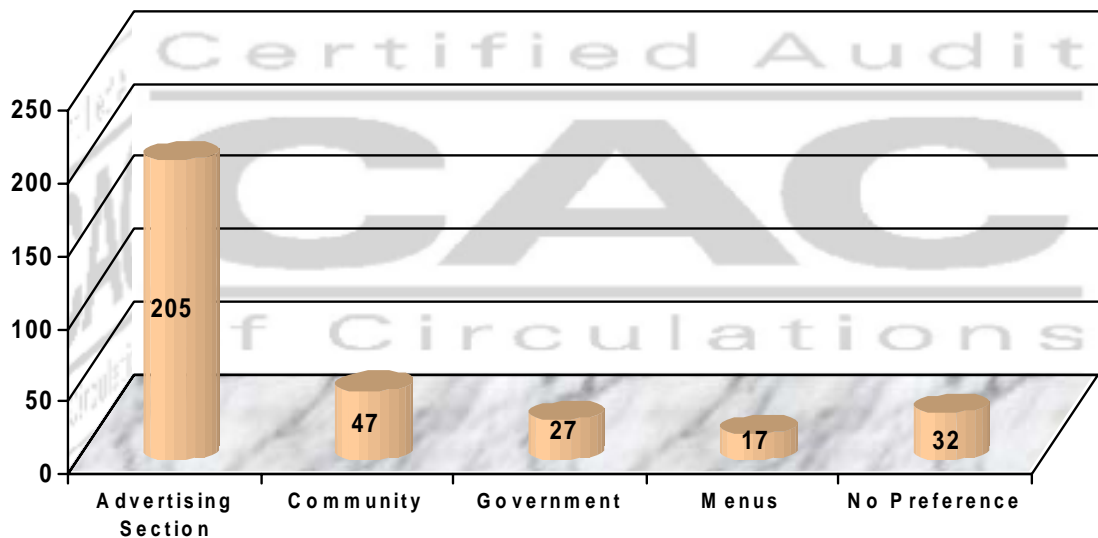
|           |     |
|-----------|-----|
| Yes (Q.4) | 196 |
| No (Q.4)  | 76  |
| Total     | 272 |

**272 respondents were asked:**

**4. Which of the following features of the directory do you like the most? (check all that apply)**

|                                     | #           | %            |
|-------------------------------------|-------------|--------------|
| The yellow page advertising section | 205         | 62.5         |
| The community section               | 47          | 14.3         |
| The government section              | 27          | 8.2          |
| The restaurant menus                | 17          | 5.2          |
| No preference                       | 32          | 9.8          |
| <b>Total</b>                        | <b>328*</b> | <b>100.0</b> |

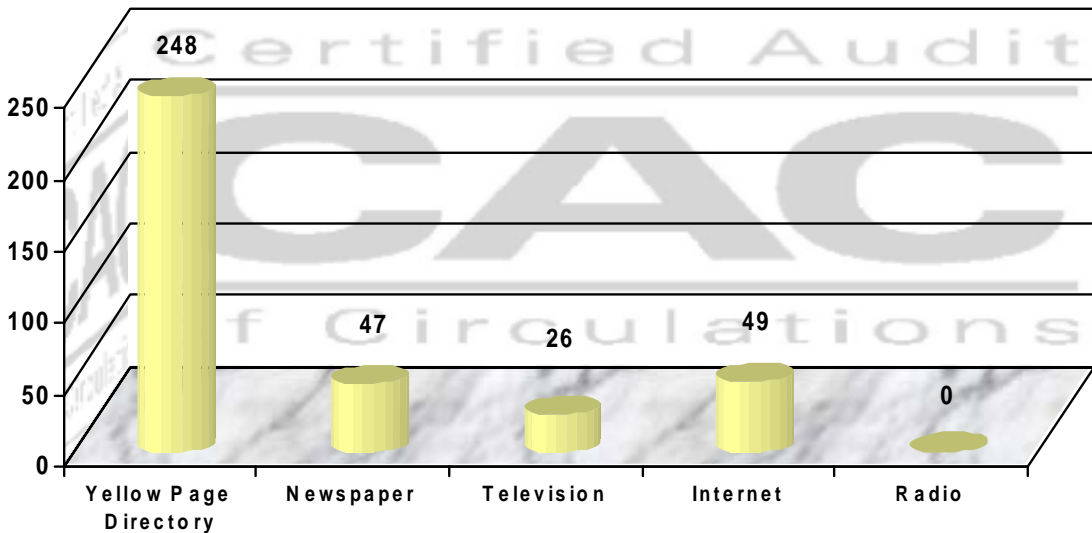
\*Total exceeds base due to multiple responses.



**370 respondents were asked:**

**5. Where would you turn first if you were looking for information about insurance, automobiles, travel agencies or realtors?**

|                       | #   | %     |
|-----------------------|-----|-------|
| Yellow Page Directory | 248 | 67.0  |
| Newspaper             | 47  | 12.7  |
| Television            | 26  | 7.0   |
| Internet              | 49  | 13.3  |
| Radio                 | --  | --    |
| Total                 | 370 | 100.0 |



**NON-RECEIVERS:**

The following business respondents have not received a copy of the new Spanish Yellow Pages published by Sección Amarilla:

**(33166)**

|                             |   |              |
|-----------------------------|---|--------------|
| A-1 Machinery Corp.         | 8330 NW 58 <sup>th</sup> Street           | 305-477-4042 |
| Hampton Inn Miami Airport   | 3620 79 <sup>th</sup> Avenue              | 305-513-9966 |
| Absolute Removal Service    | 3900 79 <sup>th</sup> Avenue Suite 425    | 305-436-8430 |
| As Seen on TV International | 3900 NW 79 <sup>th</sup> Avenue Suite 466 | 305-437-9697 |

**(33178)**

|                                 |                                  |              |
|---------------------------------|----------------------------------|--------------|
| R Consulate of Monaco Dickinson | 3655 NW 87 <sup>th</sup> Avenue  | 305-406-4688 |
| Michelle Torres, PA             | 11402 NW 41 <sup>st</sup> Street | 305-436-1410 |

**(33010)**

|                      |                       |              |
|----------------------|-----------------------|--------------|
| Garcia Tire Services | 1184 West Palm Avenue | 305-889-0996 |
|----------------------|-----------------------|--------------|

**(33018)**

|              |                                   |              |
|--------------|-----------------------------------|--------------|
| Cost Cutters | 3146 West 76 <sup>th</sup> Street | 305-231-1630 |
|--------------|-----------------------------------|--------------|

## BUSINESS RECEIVERSHIP & USAGE STUDY

Hello, my name is \_\_\_\_\_ and I am calling from CAC on behalf of Sección Amarilla, publisher of your new Spanish Yellow Pages. We're calling to ensure that you received your new free telephone directory.

1. Did you receive the new Spanish Yellow Pages published by Sección Amarilla at your business?

Yes \_\_\_\_ (Q.2)

No \_\_\_\_ (Thank & Terminate)

2. Do you use it?

Yes \_\_\_\_ (Q.3)

No \_\_\_\_ (Q.5)

3. Have you used it in the last 30 days?

Yes \_\_\_\_ (Q.4)

No \_\_\_\_ (Q.4)

4. Which of the following features of the directory do you like the most? (check all that apply)

The yellow page advertising section \_\_\_\_ (Q.5)

The community section \_\_\_\_ (Q.5)

The government section \_\_\_\_ (Q.5)

The restaurant menus \_\_\_\_ (Q.5)

No preference \_\_\_\_ (Q.5)

5. Where would you turn first if you were looking for information about insurance, automobiles, travel agencies or realtors?

Yellow Page Directory \_\_\_\_\_

Newspaper \_\_\_\_\_

Television \_\_\_\_\_

Internet \_\_\_\_\_

Radio \_\_\_\_\_

# BUSINESS RECEIVERSHIP & USAGE STUDY



**CAC MEMBER:** COBALT TELEPHONE DIRECTORIES, LLC.

**PUBLICATION:** **SECCIÓN AMARILLA - SPANISH YELLOW PAGES**  
**(Hialeah-Doral, FL)**  
Business Survey

**FREQUENCY  
OF ISSUE:** Annually

**PURPOSE:** To certify that CAC, as part of its research procedure, conducted an independent survey to determine the degree of receivership and usage of the publisher's telephone directory.

**METHOD:** Between the dates of October 1 and October 5, 2007, CAC conducted telephone interviews with a random selection of businesses within the publisher's defined area of circulation. Sample design and procedure followed accepted market research standards.

Respondents were asked:

- Q1. Did you receive the new Spanish Yellow Pages published by Sección Amarilla at your business?
- Q2. Do you use it?

**FINDINGS:**

- Q1. Findings indicated that 97.9% of businesses in the defined circulation area received the new Spanish Yellow Pages published by Sección Amarilla.\*
- Q2. Findings indicated that 73.5% of receivers in the defined circulation area used the new Spanish Yellow Pages published by Sección Amarilla.

\*Percentage of receivership is subject to a maximum margin of error of plus/minus 1.5% at a 95% confidence level.