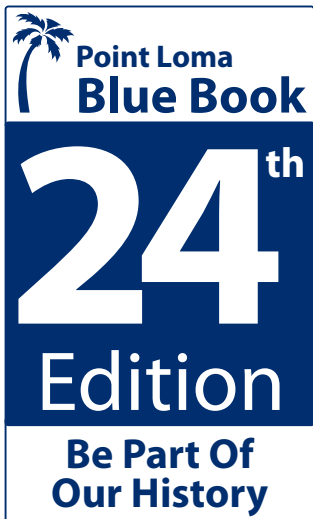


We're Different From Other Media... We've Been At It for Over 20 Years



Placed in the middle of all the Blue Books is an update card. Thousands of residents fill out this card to be listed in the white pages, and they customize their listing with personalized information. For example, if you look in the white pages, you will see many people listed with their occupations, spouse's names, cell phone numbers, e-mail addresses, fax numbers as well as their home address and phone number. In this age of privacy concerns, the support for Blue Book from the local community is unprecedented and demonstrates a love affair between locals and their Blue Book.

National Yellow Page statistics show that last year yellow pages received 12 billion searches and out of these, 85% resulted in a sale. In other words, people who open their directories are ready to buy. We bring you real customers 24/7, with their wallets opened and their only decision is which company to call.

We have your demographics covered. Point Loma residents have real buying power. These are the people who place their out of town guests at local hotels, dine out regularly, and order take out on Sunday nights. These people make travel arrangements, use spa services, play golf, plan weddings and lifetime celebrations. They need doctors and dentist appointments, schools for their children, and a myriad of service providers to help them with their home improvements. They prefer their Blue Book, because as they say, "It's local."

For 24 years, Blue Book remains the primary directory for Point Loma. Ranked amongst the most affluent zip codes in the nation, Point Loma residents choose their Blue Book first to find the companies they want.

