

# SUPERBULLETIN

## 2007 Traffic Summary

### SuperPages.com Network

#### January 2007

	Unique Visitors*	Total Searches (YP & WP)**
<b>Current Month</b>	16,884,000	253,987,970
<b>2007 Total</b>		253,987,970
<b>2007 Average</b>		253,987,970
<b>12 Month Average</b>		246,050,815
<b>12 Month Total</b>		2,952,609,782

The data reflects SuperPages.com domestic traffic only – White and Yellow Pages.

### SuperPages Network Web sites Current Month Search Totals

Site	Total Searches
<b>IYP Searches (Yellow Pages) ***</b>	<b>226,013,809</b>
<b>General Searches (Yellow Pages) ****</b>	<b>7,964,284</b>
<b><u>Wireless Searches (Yellow Pages) *****</u></b>	<b><u>1,098,086</u></b>
<b>Total YP Searches (IYP, General and Wireless Searches combined)</b>	<b>235,076,179</b>
<b><u>White Page Searches</u></b>	<b><u>18,911,791</u></b>
<b>Grand Total SuperPages Network Searches</b>	<b>253,987,970</b>

### Definitions

**\*UNIQUE VISITOR:** The estimated number of different individuals that visited any content of a website, a category, a channel, or an application during the reporting period

**\*\*SEARCH:** A search occurs when a "visitor" to SuperPages.com yellow pages or white pages completes the search form seeking information about a particular business name, business category, or person.

**\*\*\*IYP SEARCHES:** Traffic that originates from a site that is either  
a) IYP site; or  
b) Very similar to an IYP site

**\*\*\*\*GENERAL SEARCHES:** Traffic that originates from search portal sites, which support all types of searches, (research, news, images, etc.) including yellow pages-type searches.

**\*\*\*\*\*WIRELESS SEARCHES:** Traffic that originates from SuperPages.com Wireless applications and other distribution partners.

### Sources

**UNIQUE VISITOR:** comScore Media Metrix

**SEARCH:** Internal MicroStrategies Search Report

SUPERBULLETIN on the Intranet at: <http://dssweb:8080/superbulletin/traffic.htm>

Confidential Proprietary – Not for Disclosure Outside of Idearc