T

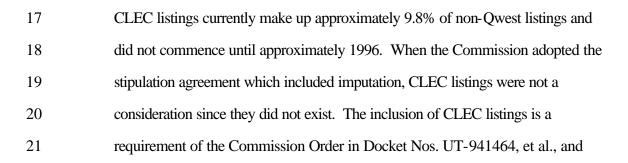
A. Primary Directories are those directories published on behalf of QC to meet its
Washington regulatory obligations. They include Qwest, independent local
exchange company ("ILEC") and CLEC listings within Qwest exchanges.

4 Q.

HOW DID QWEST APPORTION LISTINGS IN THE PRIMARY

5 DIRECTORIES BETWEEN QWEST AND NON-QWEST LISTINGS?

6 A. Qwest apportioned listings in the Primary Directories between Qwest and non-7 Qwest listings. Non-Qwest listings make up 25.6% of all the listings in Qwest 8 Primary Directories across the region and 27.5% of the listings in Qwest Primary 9 Directories in Washington.³¹ The majority (90.2%) of the non-Qwest listings are 10 ILEC listings expanding the scope of Dex publishing activities beyond QC and its 11 customers.³² Like Secondary Directories they are published at Dex's discretion in 12 order to compete more effectively in the advertising market and to maximize 13 advertising sales by providing directories that allow advertisers to focus their 14 advertising message to a specific geographic scope which best represents their 15 customer base. They serve as a focused advertising medium for both consumers 16 and advertisers.



³¹ See Confidential Exhibit TAJ-<u>3C4C</u>, Qwest's response to data request ATG-01-016S1, 2001 Listings by Directory. Approximately 708,548 (27.5%) of the listings in Washington Primary Directories are non-Qwest listings.

³² *Id.* As of November, 2002, there were 69,851 CLEC listings in Washington.