







Residential White Pages
Upon Request Distribution Overview
Washington

May 2012

#### **Public Interest Issue re Traditional White Pages**

- Consumer usage and utility of printed Residential White Pages has declined significantly:
  - Just 11% in 2008 per Gallup study
- Usage—white pages supplanted by:
  - Internet
  - Cell phone contact lists & speed dials
  - Handset auto redial and called/calling number history functions
- Limited Utility—residential listing declines:
  - "Cell phone only" households (now 32%) are unlisted
  - VoIP often unlisted
- Go Green—Increasing consumer environmental sensitivity



### Next Step Toward Public/Private Goals and Preservation of Consumer Choice

- Printed Residential White Pages moving from "saturation" to "upon-request" model
- Printed Residential White Pages not being eliminated
  - Merely modifying the manner of delivery
- Every consumer can still request a free Printed White Pages
  - Call toll free "800" number
  - www.DexKnows.com/Green
  - Free delivery in a week or so
- Yellow Pages not changing



#### Printed Residential White Pages Upon Request

- Significant precedent in other states for Upon Request delivery
- AT&T: In 62 markets in 13 states now
- SuperMedia (Verizon): similar changes in many markets, including California
- Experience? Win-win!
  - Almost no complaints, no organized opposition
  - Printed white pages directory request rates—single digit percentages
    - As low as under 1%
    - Studies of white pages usage were accurate, if not overstated
  - Substantial savings in costs and environmental impact



# Consumer Messaging Plan Dedicating Entire Side of Delivery Bag & Callout on Reverse



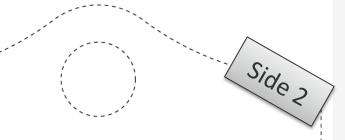
### Looking for the Residential White Pages?



To request a free copy of the Residential White Pages, visit DexKnows.com/Green or call 877-243-8339.

Find recycling options at 1-877-2-GET-DEX or go to DexKnows.com/Green.

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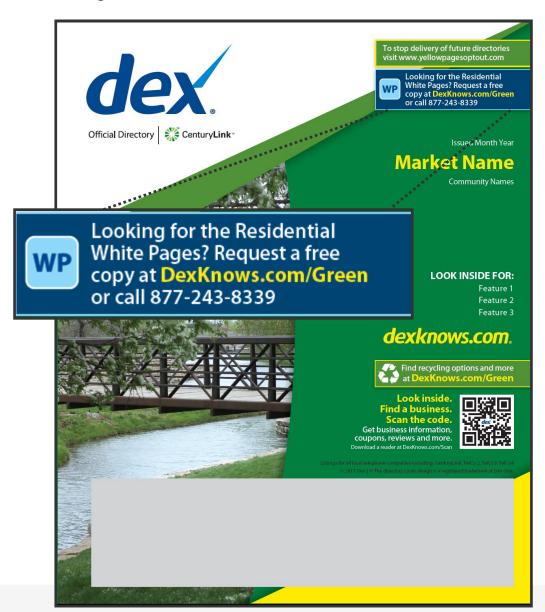
To request a free copy of the Residential White Pages, find recycling options or stop delivery of Dex published directories visit

DexKnows.com/Green or call 877-243-8339

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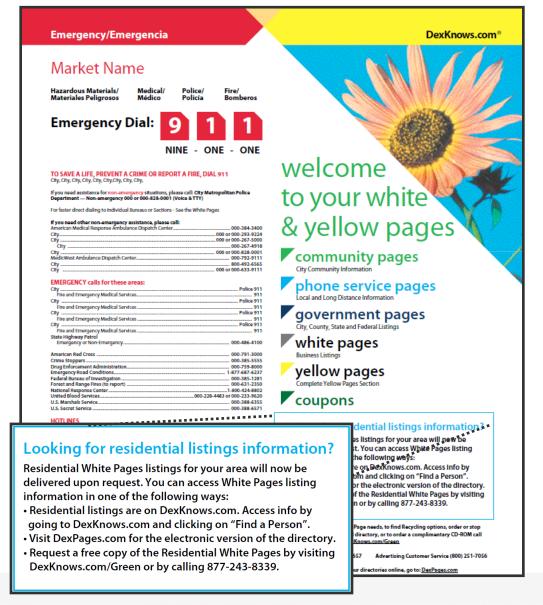
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## **Consumer Messaging Plan Adding Directory Front Cover Callout**





# Consumer Messaging Plan Adding Table of Contents Callout





# Consumer Messaging Plan Adding Phone Service Pages Callout



#### Looking for residential listings information?

Residential White Pages listings for your area will now be delivered upon request. You can access White Pages listing information in one of the following ways:

- Residential listings are on DexKnows.com, access info by going to DexKnows.com and clicking on "Find a Person".
- Visit DexPages.com for the electronic version of the directory.

Request a free copy of the Residential White Pages by visiting DexKnows.com/Green or by calling 877-243-8339.



#### Questions? Follow up?

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