

1 **Q. AS PART OF THIS LISTINGS LINKAGE, MR. BROSCHE ALSO NOTES**
2 **THAT IT IS A DEX REQUIREMENT TO HAVE BUSINESS TELEPHONE**
3 **SERVICE IN ORDER TO ADVERTISE IN YELLOW PAGES. DOES THIS**
4 **CREATE A LINKAGE TO QC TELEPHONE SERVICE AND ITS**
5 **WASHINGTON CUSTOMERS?**

6 A. No, it does not. While Dex has a policy that requires advertisers to have business
7 telephone service, the policy does not require the advertiser to have QC's business
8 telephone service. An advertiser may purchase its business telephone service from
9 other local exchange carriers providing service within the scope of the Dex
10 directory. In the 2001 Dex Tri-Cities Regional directory, for example, only 18
11 percent of the listings are QC listings and 82 percent are non-Qwest listings.

12 A business may actually be located anywhere in the country and still advertise in a
13 Dex directory. Advertisers need no physical presence within the area to which the
14 directory is delivered in order to buy advertising from Dex. Contrary to Mr.
15 Brosch's assertion, there is absolutely no linkage between Dex's requirement that
16 advertisers have business telephone service and QC or QC customers.

17 **ATG Linkage 2 – Effective Use of Telephone Service**

18 **Q. IS THERE A LINKAGE DUE TO CUSTOMERS' DESIRE TO MAKE**
19 **MORE EFFECTIVE USE OF THEIR TELEPHONE SERVICE?**

20 A. No. Contrary to Mr. Brosch's assertion, if such a desire exists, it creates no linkage
21 between Dex and QC. Customers' desire to make efficient use of their telephone