



July 1, 2013

Mr. Brent Cooper  
Publisher  
Communication Publishing Co.  
55-E Sams Point Road  
Beaufort, SC 29901

Dear Brent:

Between 06/19/13 and 06/25/13 Ver-A-Fast Corporation conducted a telephone directory usage study for the 2013-2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties.

A statistically valid sample of 389 surveys was completed to yield a 95% confidence level that the sample drawn is within  $\pm 5$  percentage points of the population.

52.9% of the people surveyed, with a preference, prefer to use the 2013-2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties.

72.8% of the people surveyed have the 2013-2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties in their home.

94.0% of the people surveyed who have the 2013-2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties use it.

Ver-A-Fast is one of the largest verification companies in the world making over 15 million calls annually. We operate under the guidelines of the Newspaper Association of America, the Audit Bureau of Circulation, and the Association of Directory Publishers.

Please feel free to contact this office with any questions.

Very truly yours,

VER-A-FAST CORPORATION

James L. Tanner  
Manager/Marketing & Development

JLT/bgb  
Enclosures

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