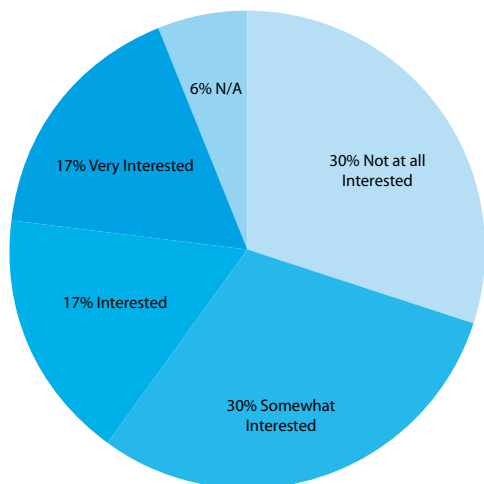


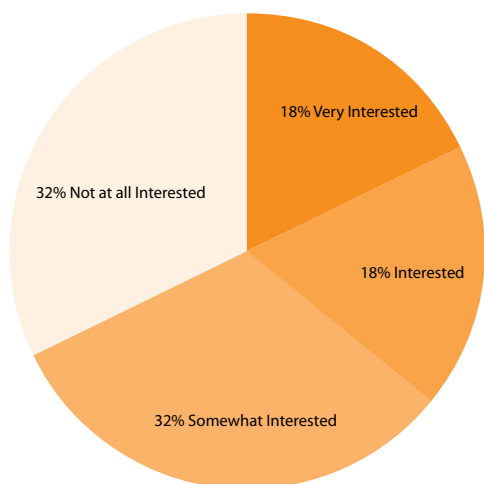
SURVEY: CONSUMERS INTRIGUED BY PROSPECT OF CALLER ID ON TV AND MOBILE PHONES

TABLE 1: CALLER ID TO TV INTEREST



Base: All respondents

How interested would you be in being able to see the Caller ID from your home phone or landline on your television screen if the phone rings when you're watching TV?



Base: Have a home phone or landline and/or a TV

MAJORITY OF US ADULTS INTERESTED IN NEW-GENERATION CALLER NAME PRESENTATION ON THESE DEVICES, TARGUSinfo STUDY SHOWS

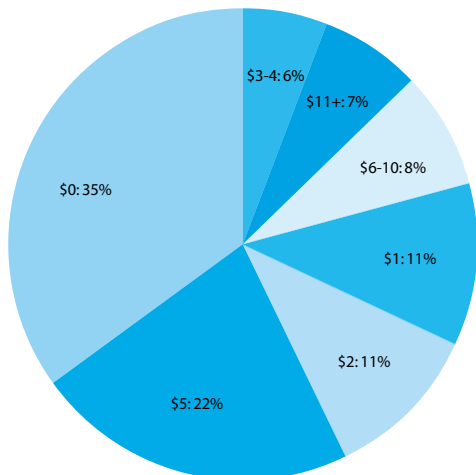
Nearly two-thirds of all US adults are interested in Caller ID delivered to their television screens and almost four out of five mobile phone users are attracted to caller name presentation on their mobile phones, according to a recent survey conducted by Harris Interactive[®] on behalf of TARGUSinfo.

The study also shows that more than half of interested consumers are willing to pay extra for each of the two new-generation Caller ID services.

Caller ID on TV

The national survey indicates that 64% of all US adults would be at least somewhat interested in having their Caller ID appear on their television screen if their home phone rings while they are watching TV. One in three adults (34%) report being interested or very interested in this service. Among those who would be at least somewhat interested

TABLE 2: WILLINGNESS TO PAY FOR CALLER ID TO TV

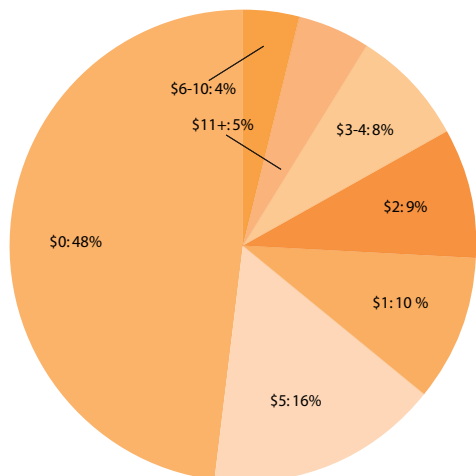


Base: At least somewhat interested in Caller ID on their TV

How much extra (i.e., in addition to the current cost of your home phone/landline and/or cable/satellite services) would you be willing to pay for this service?

MEAN (including 0) \$5.10	MEDIAN (including 0) \$2
MEAN (excluding 0) \$7.80	MEDIAN (excluding 0) \$5

TABLE 3: WILLINGNESS TO PAY FOR CALLER NAME FOR MOBILE PHONE



Base: At least somewhat interested in Caller ID on their mobile phone

How much extra (i.e., in addition to the current cost of your mobile phone service) would you be willing to pay for this service?

MEAN (including 0) \$3.40	MEDIAN (including 0) \$1
MEAN (excluding 0) \$6.50	MEDIAN (excluding 0) \$4

in having Caller ID on their TV, almost two-thirds (65%) would be willing to pay extra for this service. Consumers who would pay extra are typically willing to spend an additional \$5 for this service.

This consumer interest in Caller ID on the TV comes despite limited availability of the feature. It's still in the early adopter stage because only a few carriers have begun to offer it.

The benefit of the service is that it lets consumers know who's calling before the phone rings so they don't have to get off the couch, miss what they were watching, find the phone and squint to see the letters and numbers. There's also a fun factor. For every flavor of consumer interest, carriers who adopt the new-generation Caller ID services will gain clear differentiation in the marketplace.

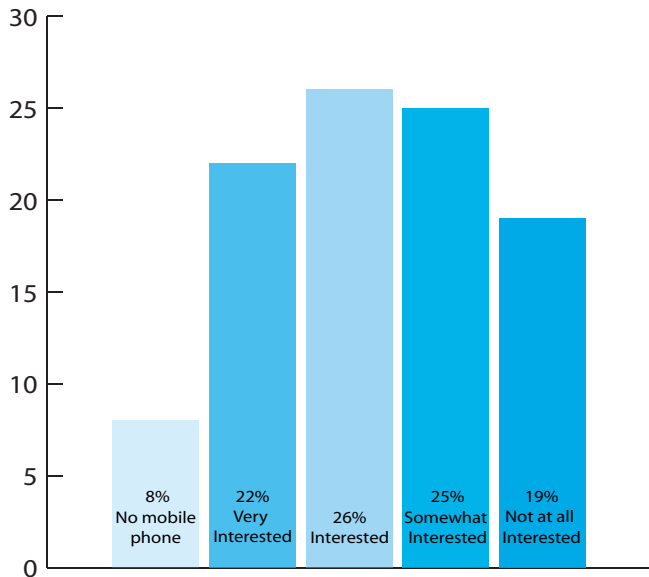
Caller ID on Wireless Phones

Many consumers mistakenly think they already have Caller ID with name on their wireless handsets. Although they may see the phone number of an unfamiliar caller, the only caller names users can see today are ones they have already programmed into their contact list.

The TARGUSinfo survey revealed that nearly four in five mobile phone owners (79%) are at least somewhat interested in having Caller ID names delivered to their mobile phones. Just over half (52%) report being interested or very interested, and about one in four (24%) would be very interested in this service.

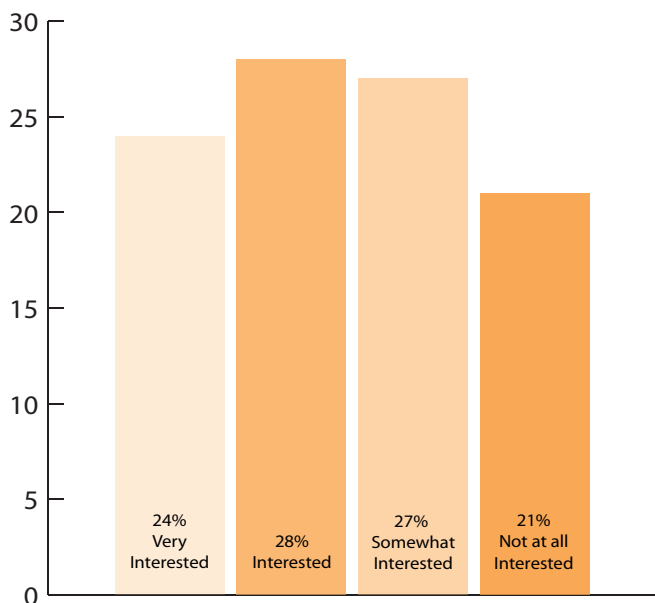
Among those who would be at least somewhat interested in having Caller ID with name on their mobile phone, about half (52%) would pay extra

TABLE 4: CALLER NAME FOR MOBILE INTEREST



Base: All respondents

How interested would you be in having Caller ID for your mobile phone? Caller ID enables you to receive caller information (name, phone number, location, etc.) about an incoming call from a phone number that is not already programmed into your mobile phone's address book.



Base: Have a mobile phone

for this service and those willing to pay would typically spend an additional \$4 for this service. Some wireless carriers have viewed caller name delivery to mobile phones as an expense item without offsetting revenue. This survey confirms that consumers would be willing to pay a reasonable price for a wireless Caller ID service that provides a name like their landline Caller ID does.

Using unique Caller Name Services from TARGUSinfo, telecommunications companies supply the full name associated with a caller's telephone number for consistent Caller ID display on any communications device, including phones, wireless devices, PCs and TVs.

TARGUSinfo has built a caller name repository that contains more than 250 million caller name records. This unique approach to information services enables TARGUSinfo to offer the industry-best caller name solution at industry-best prices, including per-subscriber pricing models.

About TARGUSinfo

TARGUSinfo is the leading provider of On-Demand DataSM services for telecommunication providers and other consumer-facing businesses. Its unique identification, verification and location services enable telecommunication providers, call-center operators, retailers, Web-based marketers and others to dramatically increase the quality of their services and the effectiveness of their marketing. A privately held company, TARGUSinfo is headquartered in Vienna, Va.

More Information

For more information please go to www.TARGUSinfo.com/harrispoll or call **800.6.TARGUS (800.682.7487)**

About the Survey

This survey was conducted online within the United States by Harris Interactive on behalf of TARGUSinfo between April 20 and April 24, 2007, among 2,177 adults (aged 18 and over). Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

With a pure probability sample of 2,177, one could say with a 95% probability that the overall results would have a sampling error of +/- 3 percentage points. Sampling error for data based on sub-samples would be higher and would vary. However, that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

About Harris Interactive

Harris Interactive is the 12th-largest and fastest-growing market research firm in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiaries Novatris in France and MediaTransfer AG in Germany, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com. To become a member of the Harris Poll Online and be invited to participate in online surveys, register at www.harrispollonline.com