

ATTACHMENT 1

Representative Services Offered in Atlanta and West Palm Beach

REPRESENTATIVE LIST OF SERVICES

Interactive Services

Yellow Pages • Now
Movies • Now

Classifieds • Now

Electronic Services

Sports Line

Major League Baseball
National Football League
National Basketball Association
National Hockey League
College Football Recruiting Hotline
High School Sports
Dog and Horse Racing

Golf
Tennis
Boxing
Wrestling
NCAA Sports
Fishing Line
Ski Line

Weather

Local
Canadian Cities

U.S. Cities
International Cities

News

Local

National

Stock Line

Traffic Update
Comedy Line
Royal Gossip
New Videos
Hot Music
Horoscope
Lottery Line

Restaurant Reviews
T-Bill Auction Results
Animals in the News
New Books
Television
Recipes
Soaps Update

Fax Services

Newsday Crossword Puzzle
Highest IRA Yields Nationwide
Best Senior Citizen Packages
New Car Test Drives
Travel Information
Stock and Commodities Information
Article Reprints

Computer Line
Secured Credit Cards
Free Checking Accounts
Classified Ads
Financial Planning Information
Health Information

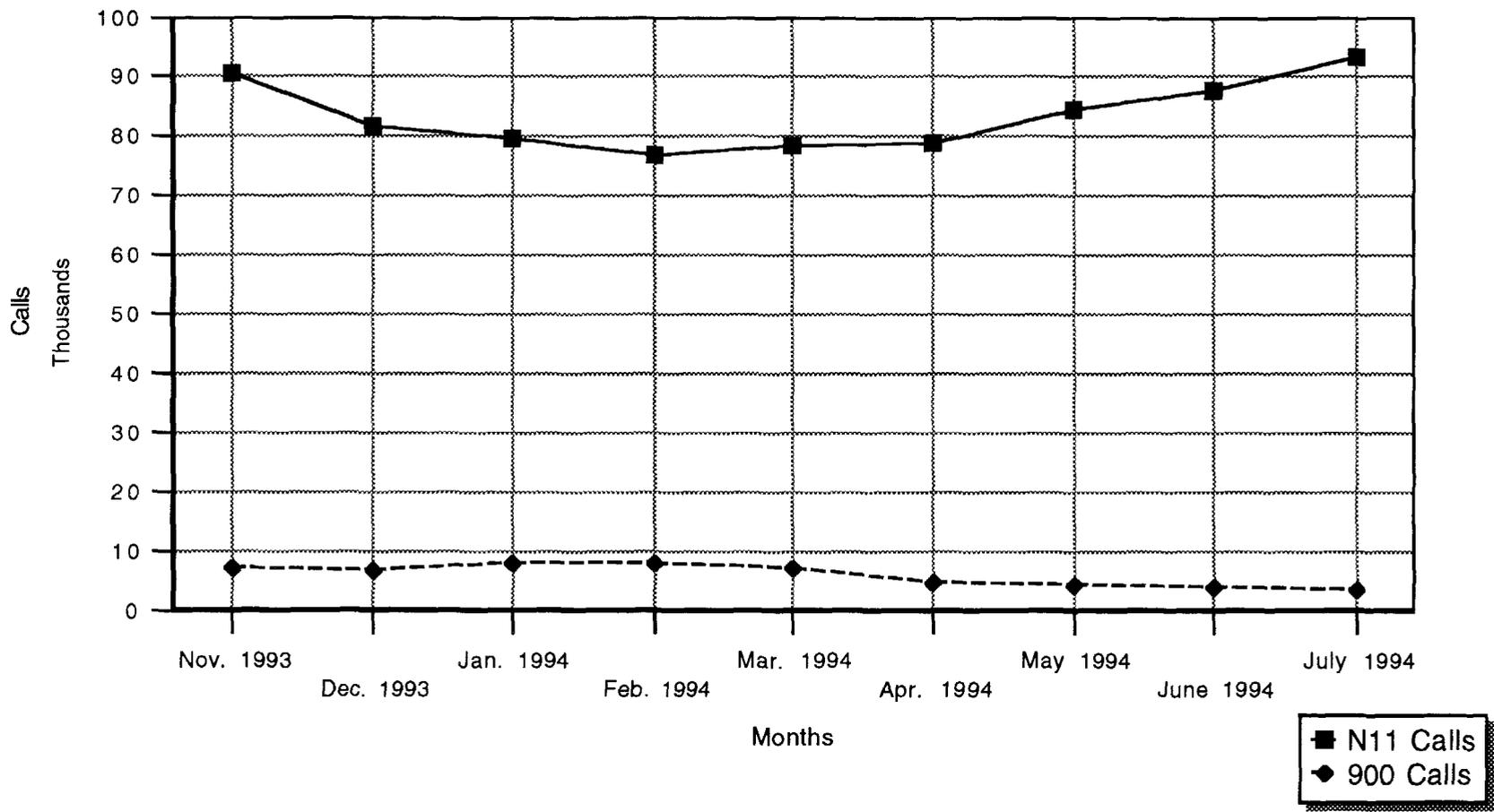
ATTACHMENT 2

**Comparisons of Call Volumes for N11 and 900 Services
in Atlanta and West Palm Beach**

Comparison of Call Volumes

3-Month Moving Averages

Atlanta Journal-Constitution
September 1993 to July 1994

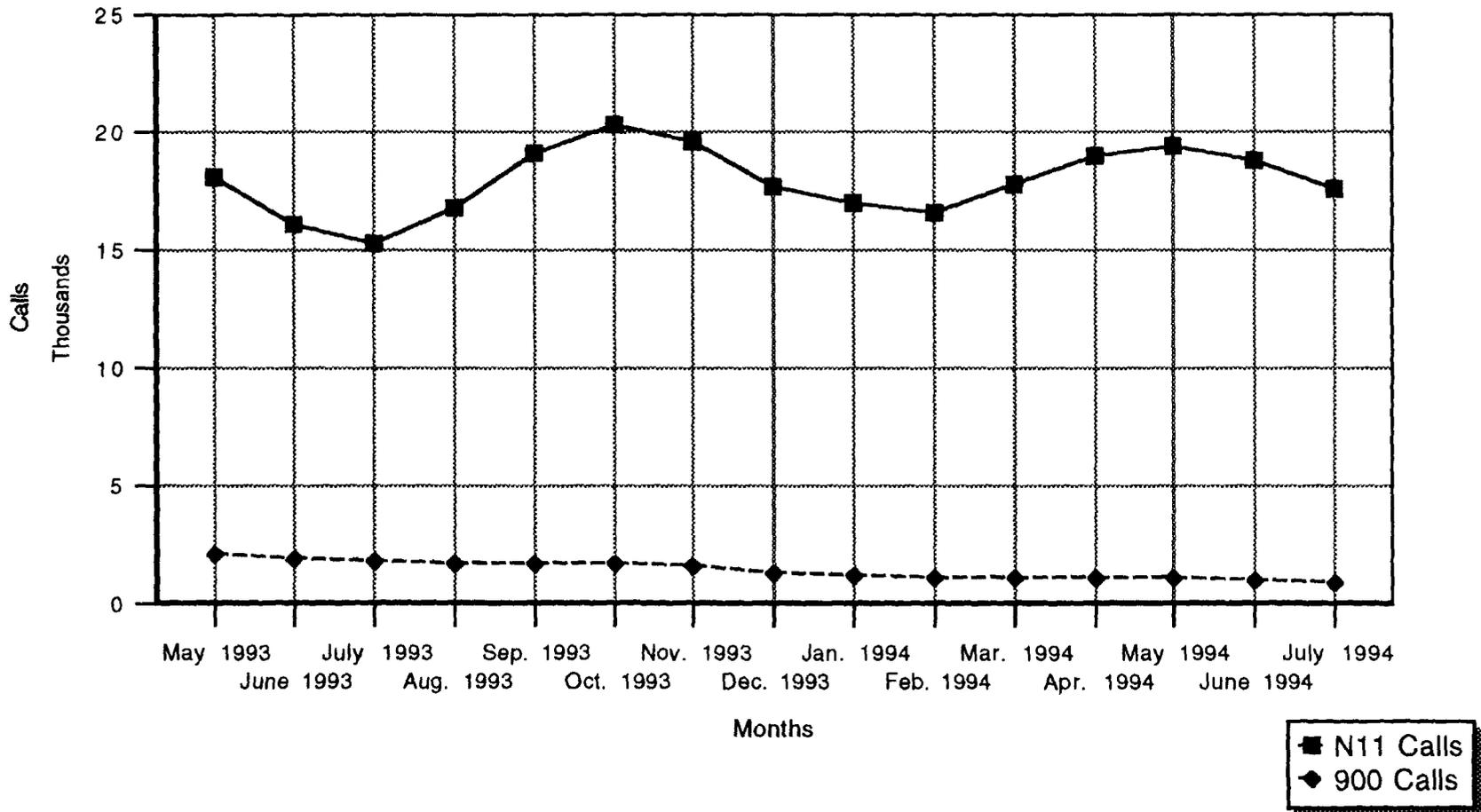


Since February, average call volume to the N11 service in Atlanta has increased continuously, and it reached a new high in July. Average call volume to the 900 service hit a new low in July.

Comparison of Call Volumes

3-Month Moving Averages

Palm Beach Post
March 1993 to July 1994



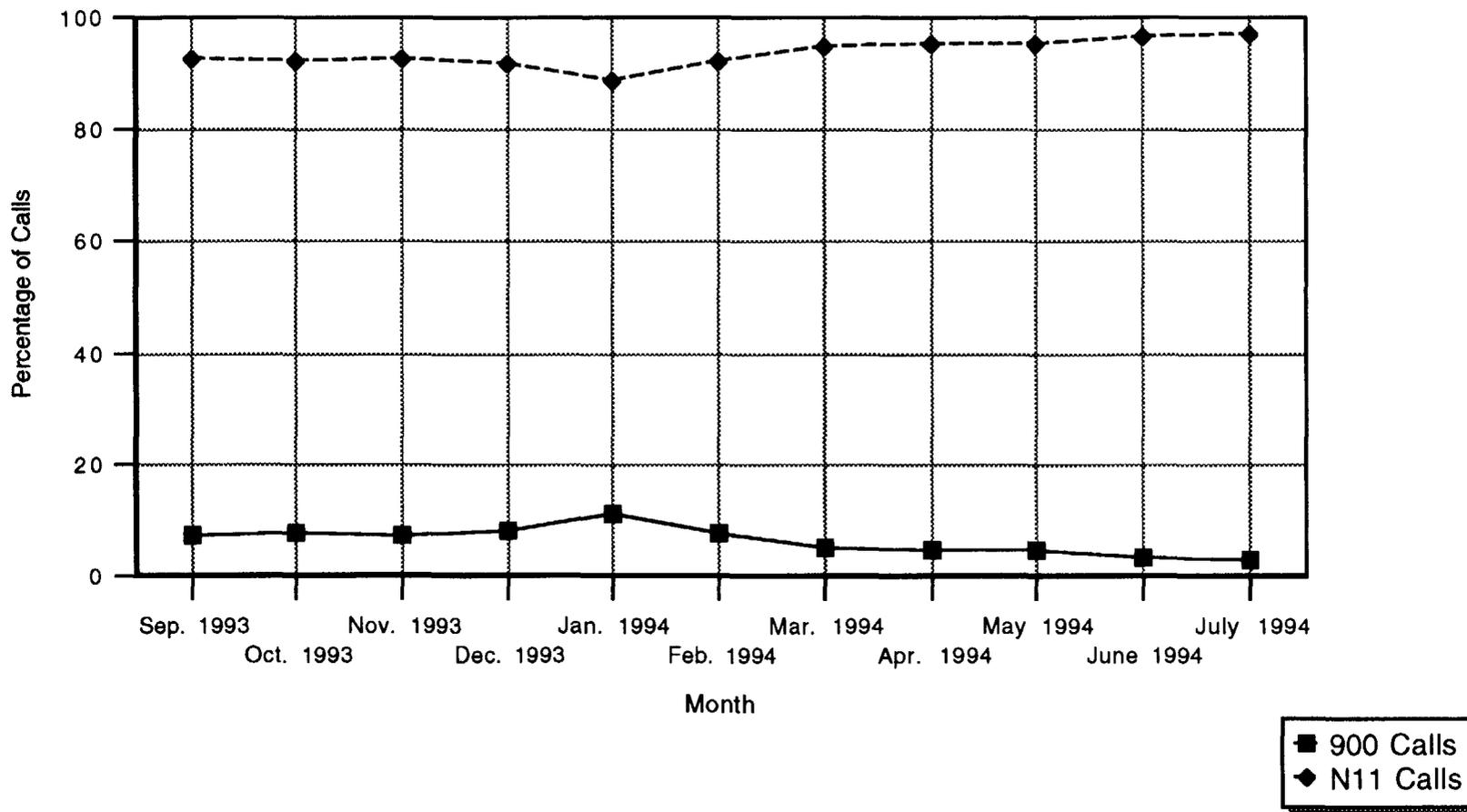
Call volume to N11 service has shown a generally steady trend while call volume to the 900 number has declined steadily since service was introduced in West Palm Beach.

ATTACHMENT 3

**Comparisons of Percentage of Calls to N11 and 900 Services
in Atlanta and West Palm Beach**

Percentage of Calls N11 vs. 900 Number

Atlanta Journal-Constitution
September 1993 to July 1994

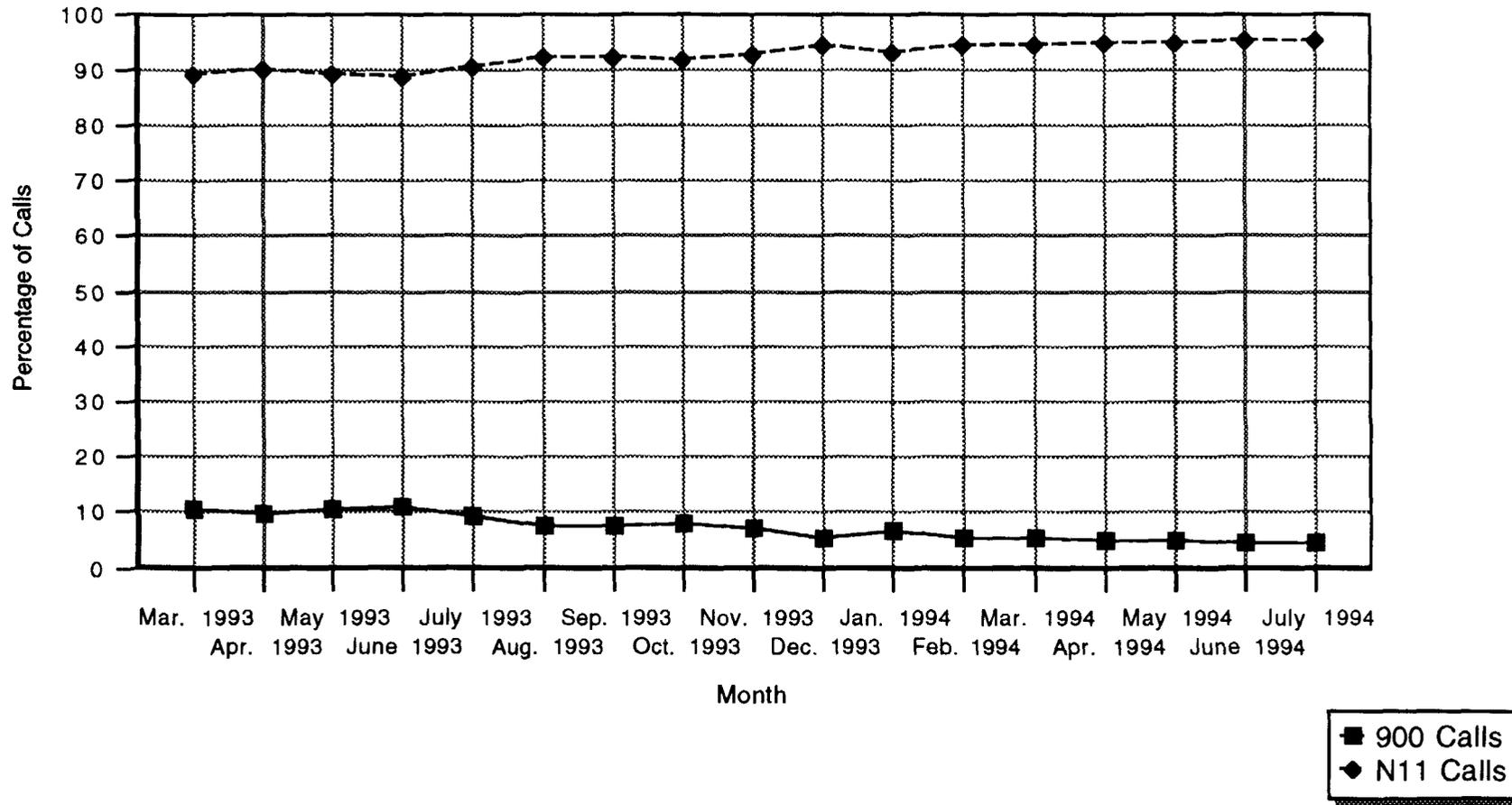


Calls to the 900 number in Atlanta now account for less than 3.1 percent of all calls to the service.

Percentage of Calls

N11 vs. 900 Number

Palm Beach Post
March 1993 to July 1994



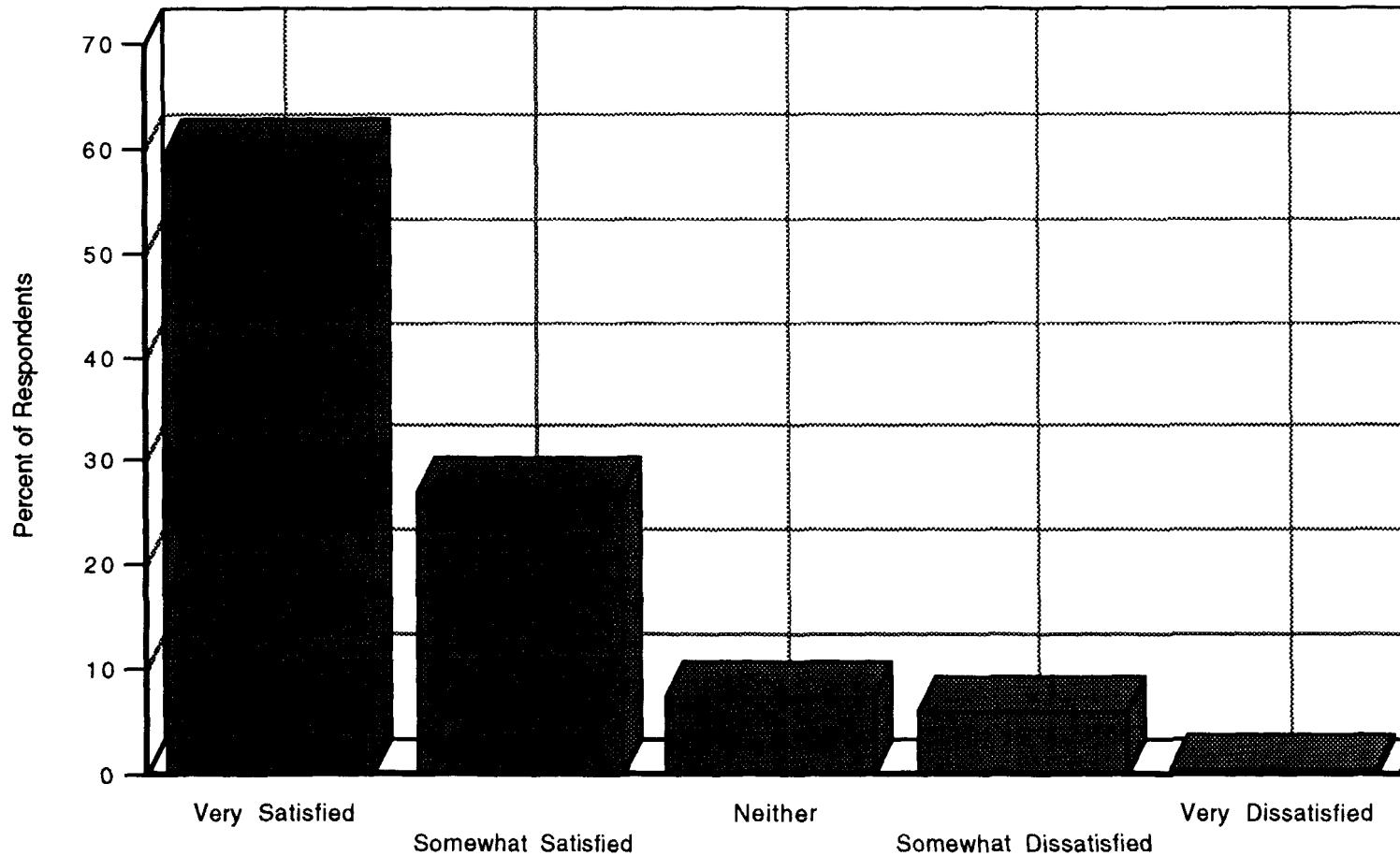
The percentage of calls to the 900 number in West Palm Beach has declined steadily since the introduction of the service.

ATTACHMENT 4

Consumer Satisfaction with N11 Live Operator Services in Atlanta

Consumer Satisfaction

Live N11 Services in Atlanta



Nearly 60 percent of the users of the live N11 services in Atlanta were very satisfied, and less than 5 percent were dissatisfied.

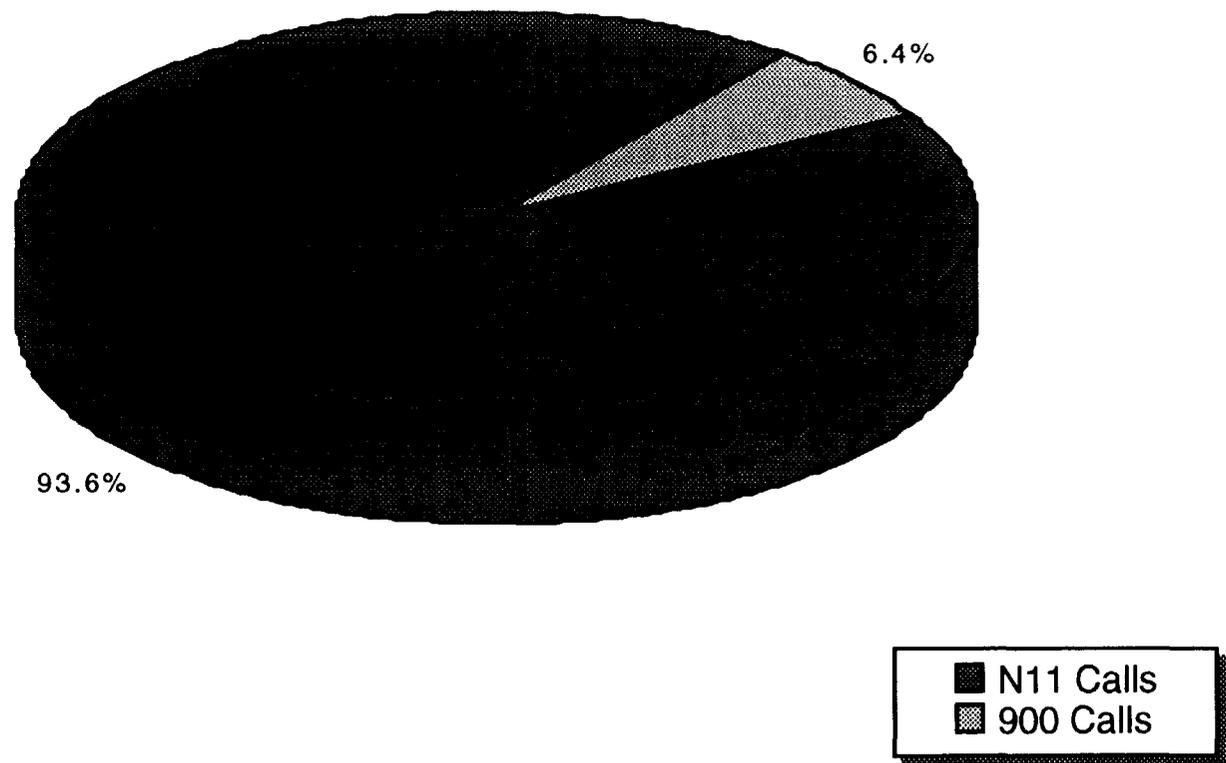
ATTACHMENT 5

Comparison of Total Calls to N11 and 900 Services in Atlanta and West Palm Beach

Comparison of Call Volumes

N11 Calls vs. 900 Calls

Atlanta Journal-Constitution
September 1993 to July 1994

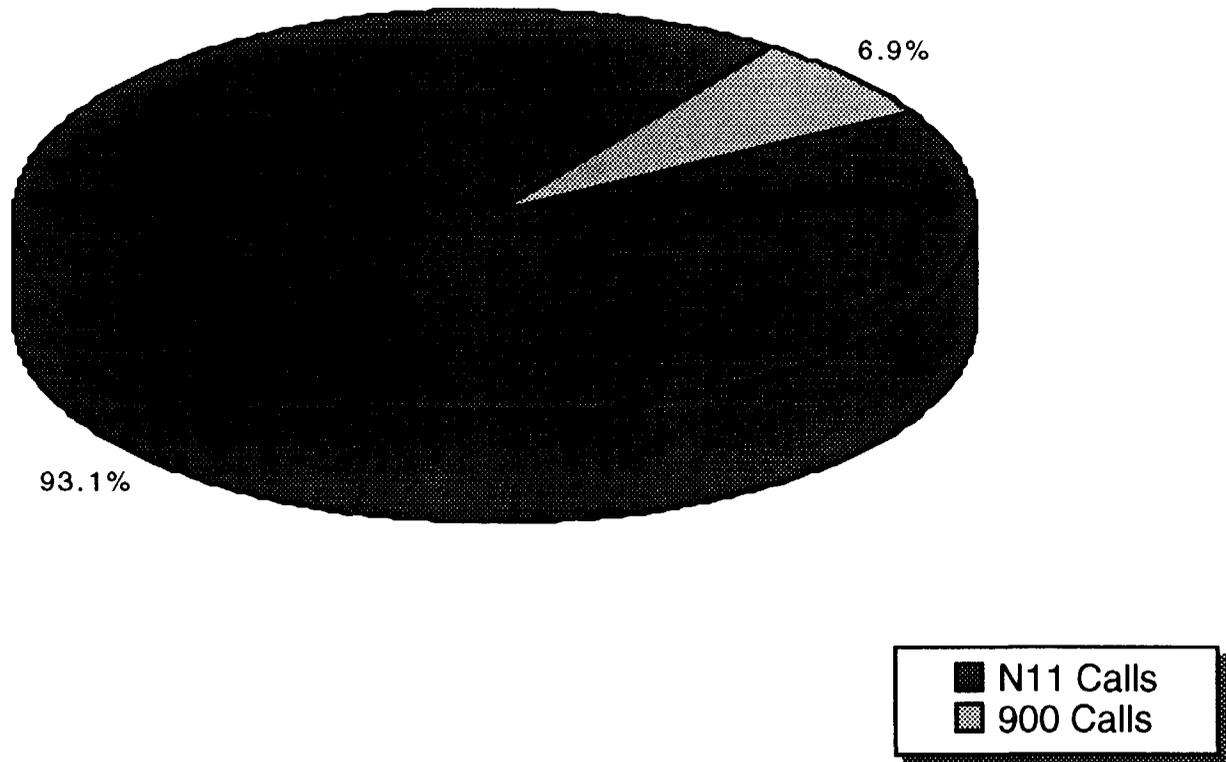


Call volume to the 900 number in Atlanta has been less than 6.5 percent of the total since service began, even though a significant part of the Journal-Constitution's circulation is in areas where N11 service is unavailable.

Comparison of Call Volumes

N11 Calls vs. 900 Calls

Palm Beach Post
March 1993 to July 1994



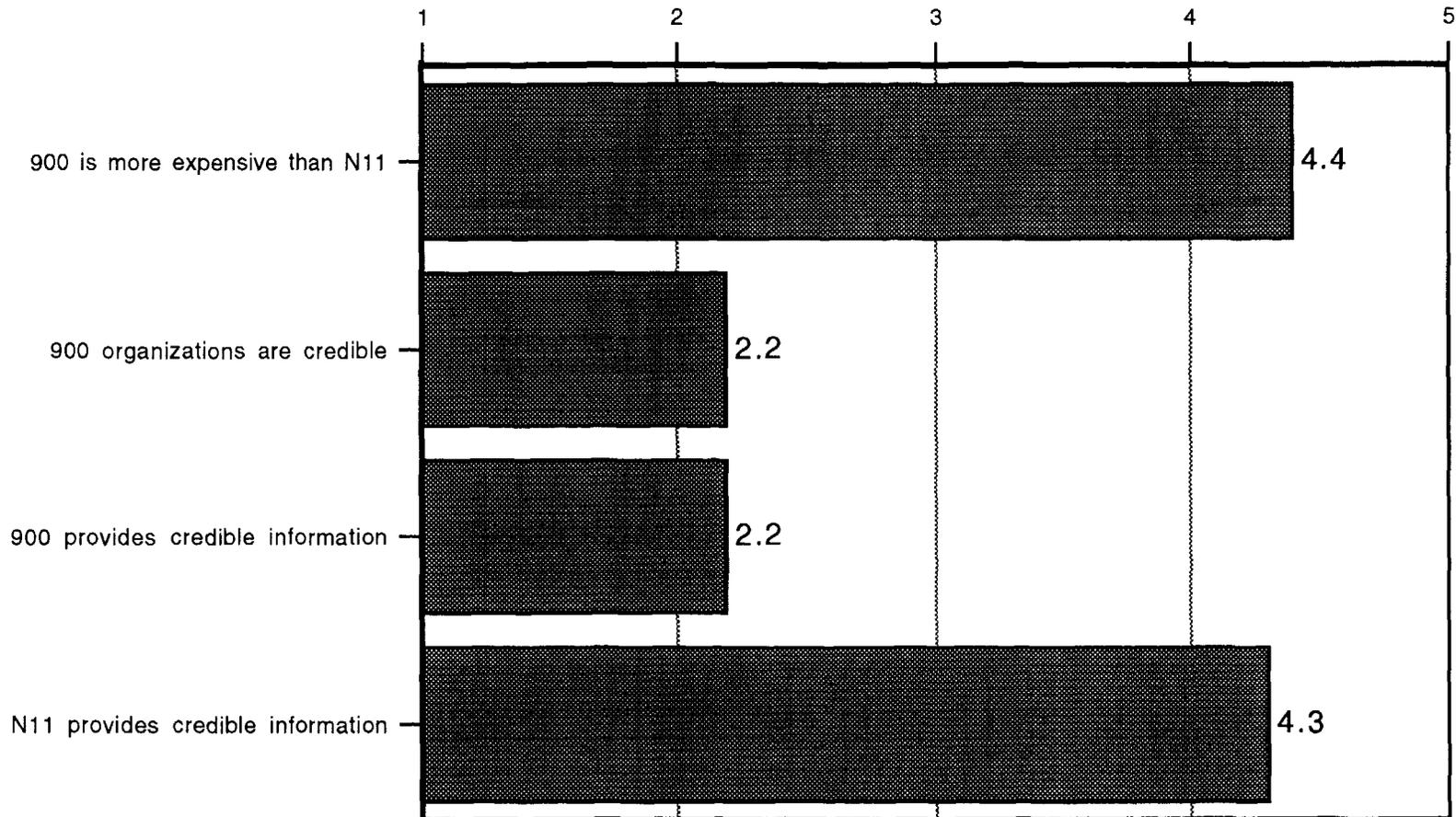
Call volume to the 900 number in West Palm Beach has been less than 7 percent of the total since service began, even though the Post's circulation is divided 60/40 between areas where N11 service is available and areas where the information services can be obtained only through the 900 number.

ATTACHMENT 6

Consumer Attitudes About 900 Service and N11 Service

Images of N11 and 900 Service

Based on Atlanta Market Research



1 = Disagree Completely
5 = Agree Completely

Consumers find N11 service to be less expensive and significantly more credible than 900 services.

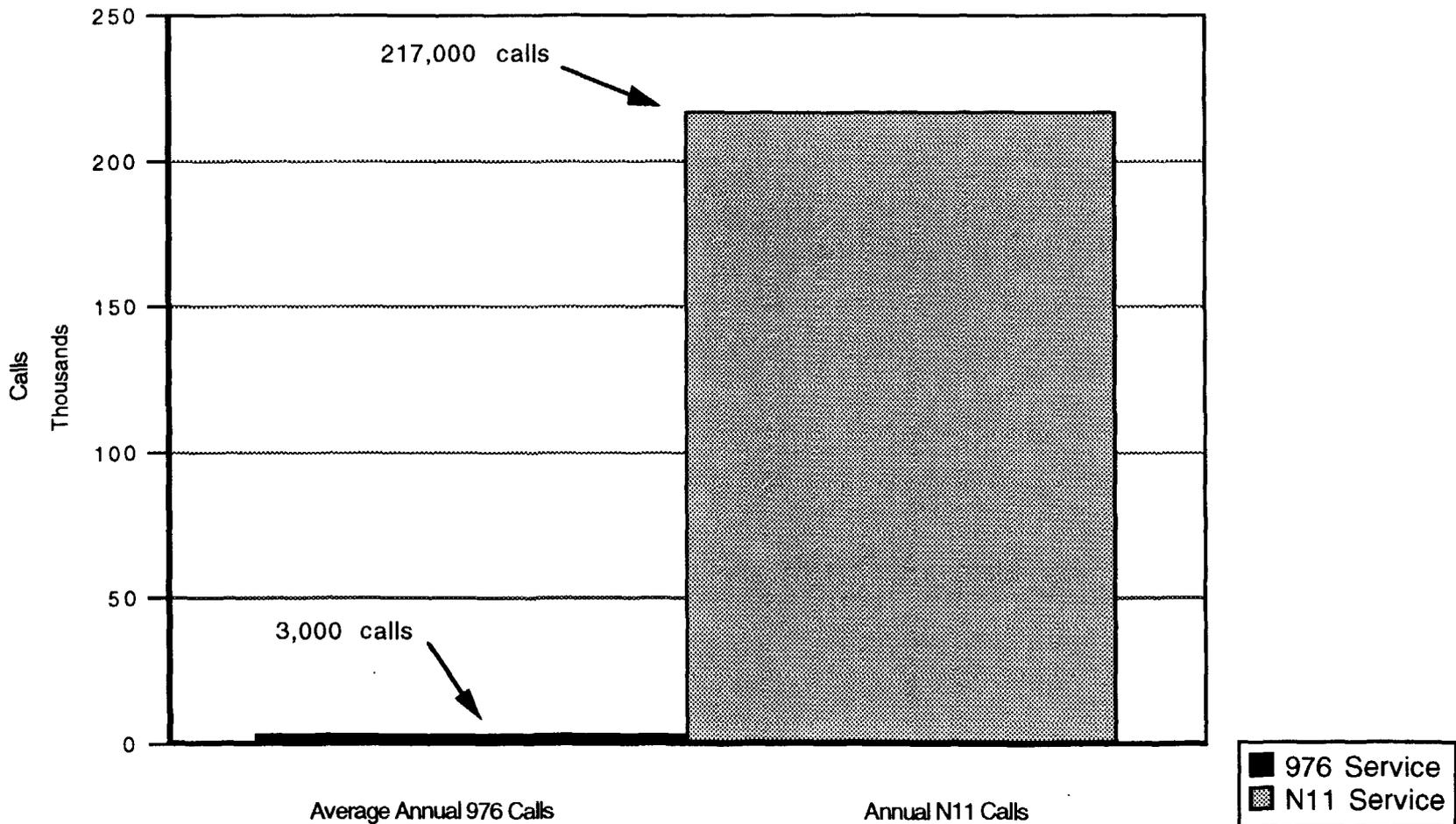
ATTACHMENT 7

**Comparison of Call Volumes for N11 Service and 976 Service
Based on West Palm Beach Data**

Comparative Call Volumes

976 Service vs. N11 Service

Based on Palm Beach Post
March 1993 to July 1994



Although a direct comparison cannot be made because 976 service is unavailable in West Palm Beach, annual N11 volume is 70 times higher than the average annual volume of 976 service in Texas in 1987, the peak year for that service in Texas. Call volume in Atlanta is about 300 times higher than average 976 volume.

