



Dex Media East, LLC Fact Sheet

Headquarters	198 Inverness Drive West Englewood, CO 80112 303-784-2900 www.dexmedia.com
Business Profile	Dex Media East, LLC publishes directories under the Dex brand and provides local and national advertisers with industry-leading directory, Internet and direct marketing solutions that connect advertisers and consumers.
Product & Services	<ul style="list-style-type: none">• Print White and Yellow Pages• Online Yellow Pages: DexOnline.com• CD-ROM Directories• Dex Direct Marketing Services
Incumbent Publisher	50-year publishing agreement with Qwest Corporation 40-year non-competition agreement with Qwest Communications International
Territory	7-state region: Colorado, Iowa, Minnesota, Nebraska, New Mexico, North Dakota and South Dakota
Revenue*	\$713 million (adjusted for the effects of purchase accounting)
Employees*	<ul style="list-style-type: none">• 1,600 employees• 460-person direct sales force
Operating Highlights*	<ul style="list-style-type: none">• 147 White and Yellow Pages published in a 7-state region***• 20 million print copies distributed• 395,000 CD-ROM copies distributed• 197,000 local and 4,100 national advertisers
Major Events	<p><u>January 2004</u> – Dex Media Launches DexOnline.com, Introduces New Market Brand</p> <p><u>December 2003</u> - Dex Media CWA-Represented Employees Approve New Contract</p> <p><u>September 2003</u> - Dex Media, Inc. Is Now the Largest Privately-Owned Incumbent Directory Company in the World</p> <p><u>August 2003</u> - Dex Media West LLC And Dex Media West Finance Co. Announce Offering Of Senior And Senior Subordinated Notes</p> <p><u>April 2003</u> – Dex Media East LLC and Dex Media East Finance Co. Announce Notes Exchange Offer</p> <p><u>February 2003</u> – Dex Media East signs IT outsourcing agreement with Amdocs</p> <p><u>February 2003</u> – Dex Media East launches first bilingual directory</p> <p><u>January 2003</u> – Dex Media East, IBEW extend contract</p>
Ownership	The Carlyle Group and Welsh, Carson, Anderson & Stowe
Financing**	\$1.0 billion in Senior and Senior Subordinated Notes \$1.3 billion bank financing \$0.7 billion in equity financing

*Based on 2003 results

**All amounts are as of the close date; includes approximately \$160 million in fees and working capital

*** Includes two new books introduced in 2003, net of five books which were extended and published in January 2004.

Updated 3/04