



Catalog of Products and Services

Welcome to the American Business Information® electronic catalog of products and services. We offer the most complete and accurate business and consumer database information packaged in a variety of formats to meet your needs. For more information about a particular product or service, click on one of the topics below:

- [CD-ROM Products](#)
- [Sales Leads Products](#)
- [Business Directories](#)
- [Mailing Lists](#)
- [Specialized Market Segments](#)
- [Sales Leads on a Map](#)
- [Online Services](#)
- [Directory Assistance Plus](#)
- [Business Credit Service and Company Profiles](#)
- [Customer Profile Analysis](#)
- [Canadian Business Information](#)

To learn more about American Business Information and how we create our business database, [click here](#).



CD-ROM Products

American Business Information® produces a number of CD-ROM database products. Our high-end desktop line of CD-ROM products are produced by our *infoUSA*®, American Business Directories®, and American Business Credit® divisions, while our lower-cost consumer CD-ROMs are marketed under the brand names CD USA® and CD CANADA®.

For more information about our respective CD-ROM product lines, and a list of individual CD-ROM titles, click on one of the topics below:

[Desktop CD-ROM Products](#)

[Consumer CD-ROM Products](#)



Desktop CD-ROM Products

CD-ROMs for Sales and Marketing

These CD-ROMs are the most powerful "desktop marketing" tools available, and contain in-depth information. They let you research markets, generate sales leads, create direct mail and telemarketing lists, and more.

Click on any title below for more details:

[businessUSA](#)

[Business CANADA](#)

[householdsUSA](#)

[177,000 Big Businesses Directory](#)

[612,000 American Manufacturers](#)

[575,000 Physicians & Surgeons](#)

[4.5 Million Small Business Owners](#)

[Business Credit Directory on CD-ROM](#)

[Business Credit Canada](#)



Consumer CD-ROM Products

CD-ROMs for Home and Personal Use

These low-cost CD-ROMs are the perfect references for home or office. They are a very affordable way to look up addresses and phone numbers. You can locate businesses or individuals anywhere in the country.

Click on any title below for more details:

[300 Million Ultimate Phone Directory](#)

[Yellow Pages USA](#)

[Yellow Pages USA Deluxe](#)

[88 Million Households Phone Book](#)

[88 Million Households Phone Book Deluxe](#)

[16 Million Businesses Phone Book](#)

[104 Million Businesses and Households Phone Book](#)

[2 Million Canadian Businesses Phone Book](#)

[2 Million Fax Numbers Directory](#)

[800 Number Phone Book](#)

[9-Digit ZIP Code Directory](#)

[1.5 Million Doctors, Dentists & Pharmacies](#)

[Web Sites USA](#)

[Streets USA](#)

[Census USA](#)

[Canadian Business Pages](#)




575,000 Physicians & Surgeons

Rest assured this elite group doesn't look for the "blue-light specials" at discount stores! With income well over \$100,000 per year, these high-income Americans account for over \$800 billion in buying power for high-ticket merchandise and services. And they buy from their offices!

Pharmaceutical reps, medical suppliers, and physician recruiters are among the customers who have found our physician profiles instrumental in growing their business. You'll be way ahead of the competition with such information as Physician's Name, Address, Phone Number, Office Size, Hobbies & Interests and more! Complete information includes [more than 105 specialties to choose from!](#)

This CD-ROM Contains:

- ✓Physician's Name & Office Name
 - ✓Mailing Address
 - ✓Telephone & Fax Number
 - ✓Primary & Secondary Areas of Specialization
 - ✓State(s) of License
 - ✓Educational Criteria
 - Medical School Attended
 - Year of Graduation
 - Board Certification
 - CME Participation
 - ✓Professional Information
 - Prescription Volume (per week)
 - Patient Volume (per week)
 - Managed Care Affiliations
 - ✓Office Size
 - Number of Physicians
- 
- ✓Personal Information
 - Age & Gender
 - Computer Use
 - Activities & Interests
 - Willingness to Relocate

Who Needs This CD-ROM?

- ✓Medical Equipment Manufacturers And Distributors
- ✓Pharmaceutical Representatives
- ✓Physician Recruiters
- ✓CME Providers
- ✓Sales Reps

To order, call us at 1-888-999-0580.



4.5 Million Small Business Owners

Owners of small businesses are the ultimate decision makers -- they sign the checks, they authorize purchasing ... they run the show! Now, using this powerful CD-ROM, you can contact these owners directly, getting the jump on the competition!

We have the most comprehensive small business owner database on the market today! Select by Owner or Company Name, Business Size or Geographic Area (City, State, ZIP Codes, County, Metro Area, Area Code) to find your best prospects, conduct pre-call planning, or perform credit reference checks.

This CD-ROM Includes:

- ✓ Owner's Name, Title, & Gender
- ✓ Company Name
- ✓ Mailing Address
- ✓ Telephone & Fax Number (where available)
- ✓ Type of Business - Primary & Secondary, Including Specialties
- ✓ Franchise & Brand Information
- ✓ Size of Yellow Page Ad
- ✓ Years Listed in Database
- ✓ Business Size - Number of Employees & Sales Volume
- ✓ Gender Code



Who Needs This CD-ROM?

- | | |
|----------------------|--|
| ✓ Banks | ✓ Office Equipment Dealers |
| ✓ Car Dealers | ✓ Real Estate Agencies |
| ✓ Computer Dealers | ✓ Stockbrokers |
| ✓ Insurance Agencies | ✓ Travel Agencies |
| ✓ Jewelry Retailers | ✓ Fundraising & Charitable Organizations |
| ✓ Leasing Companies | |

To order, call us at 1-888-999-0580.



businessUSA

...The Ultimate Desktop Marketing Tool!

What makes **businessUSA** the ultimate CD-ROM tool for business-to-business desktop marketing? Our flagship CD-ROM, **businessUSA**, is the only desktop marketing program that covers over 10 million publicly-traded and privately-owned companies throughout the U.S. This incredible database offers you unparalleled coverage and accuracy, so you can effectively target your marketing efforts and maximize profits. No other resource can match the breadth and depth of this information.

This CD-ROM contains the following information on 10 million businesses:

- ✓Company Name
- ✓Full Address & Telephone Number
- ✓Business Size - Number of Employees and Sales Volume
- ✓Key Executive Name and Title
- ✓Type of Business - Primary & Secondary SIC Codes
- ✓Franchise, Brand, or Professional Specialties
- ✓Headquarters/Branch Identifiers
- ✓Stock Exchange and Ticker Symbol for Public Companies
- ✓Credit Rating Code



businessUSA is an incredibly powerful tool that lets you "slice and dice" the database to identify new potential customers for your business. Use it to generate leads for your sales force, for direct mail or telephone sales, for market research, to locate suppliers, or to help in making credit decisions.

Who Needs businessUSA?

- | | |
|-------------------|----------------------|
| ✓Insurance Agents | ✓Business Owners |
| ✓Distributors | ✓Wholesalers |
| ✓Sales Managers | ✓Printers |
| ✓Bankers | ✓Accounting Services |
| ✓Manufacturers | ✓Computer Dealers |

businessUSA is the most versatile and accurate business information source available on CD-ROM! *To order, call us at 1-888-999-0580.*

Also available, **State Business Directory!** The same great database as **businessUSA**, narrowed down to fully cover the state(s) of your choice! *To order, call us at 1-888-999-1307.*



American Manufacturers Directory on CD-ROM

Access the \$1 trillion U.S. manufacturing industry! It's all at your fingertips ... with our 612,000 U.S. Manufacturers CD-ROM. You have immediate access to virtually any manufacturer in the country! Search by Company Name, SIC Code, or Employee Size to obtain such important information as Credit Rating Codes, Employee Size, Sales Volume, Key Contacts, Phone & Fax Number, and more!

The key to effective marketing begins with this CD-ROM. It's ideal for pre-call planning, sales lead generation, market research, and direct-mail campaigns! Business profiles and credit rating codes will help make key decisions better ones. You can't go wrong!

This CD-ROM Contains:

- ✓ Company Name
- ✓ Mailing Address
- ✓ Telephone and Fax Number
- ✓ Business Size - Number of Employees and Sales Volume
- ✓ Type of Business - Primary & Secondary SIC Codes
- ✓ Multiple Executive Names and Titles
- ✓ Headquarters/Branch Identifiers
- ✓ Stock Exchange and Ticker Symbol for Public Companies
- ✓ Credit Rating Code



Who Needs This CD-ROM?

- | | |
|-----------------------------|---------------------------------|
| ✓ Salespeople | ✓ Business Consultants |
| ✓ Manufacturing Companies | ✓ Purchasing Agents |
| ✓ Leasing Agents | ✓ Shipping Companies |
| ✓ Banks | ✓ Packaging Companies |
| ✓ Chambers of Commerce | ✓ Economic Development Agencies |
| ✓ Market Research Companies | ✓ Job Placement Agencies |

To order, call us at 1-800-555-6124, or E-mail us at directory@abii.com



American Big Businesses Directory on CD-ROM

...177,000 Top Companies

Businesses and organizations with 100 or more employees represent less than 2% of the total businesses in the U.S. -- but account for over 80% of total spending! Our **Big Businesses CD-ROM** includes over 170,000 top companies, professional organizations, and institutions with tremendous financial clout and purchasing power. Plus, we have over 581,000 key executives within the companies, so you can target your message to the top decision-makers.

The **American Big Businesses CD-ROM** lets you target blue-chip prospects for virtually all types of business products and services. You can select by SIC Code to target the top players in any industry. Select geographically by city, county, state, or any other area, and choose from many different executive titles to reach the right buyers. If you're selling to top companies, our Big Businesses file has them all -- the "Fortune 1,000" and over 176,000 more!

This CD-ROM Contains:

- ✓Company Name
- ✓Full Address & Telephone Number
- ✓Business Size - Number of Employees and Sales Volume
- ✓Multiple Executive Names and Titles
- ✓Type of Business - Primary & Secondary SIC Codes
- ✓Franchise, Brand or Professional Specialties
- ✓Headquarters/Branch Identifiers
- ✓Stock Exchange and Ticker Symbol for Public Companies
- ✓Credit Rating Code



Who Needs This CD-ROM?

- | | |
|--------------------------------|--------------------------------|
| ✓Salespeople | ✓Market Research Companies |
| ✓Manufacturing Companies | ✓Business Consultants |
| ✓Job Placement Agencies | ✓Purchasing Agents |
| ✓High School/College Placement | ✓Shipping Companies |
| ✓Leasing Agents | ✓Packaging Companies |
| ✓Banks | ✓Economic Development Agencies |
| ✓Chambers of Commerce | |

To order, call us at 1-800-555-6124, or E-mail us at directory@abii.com

More Than 105 Specialties To Choose From

Abdominal Surgery Addiction Medicine Adolescent Medicine Adult Orthopedic Surgery Aerospace Medicine	A	Allergy Allergy & Immunology Anatomic Pathology Anesthesiology
Bariatrics	B	Blood Banking
Cardiovascular Disease Cardiovascular Surgery Chemical Pathology Child Neurology Child Psychiatry Clinical Pathology Clinical Pharmacology	C	Colon & Rectal Surgery Critical Care Anesthesiology Critical Care Medicine Critical Care Neurological Surgery Critical Care Obstetrics Critical Care Surgery Cytopathology
Dermatology Dermatopathology Diabetes	D	Diagnostic Laboratory Immunology Diagnostic Radiology
Emergency Medicine	E	Endocrinology
Family Practice	F	Forensic Medicine
Gastroenterology General Practice General Preventive Medicine General Surgery Genetics	G	Geriatric Family Practice Geriatrics Gynecological Oncology Gynecology
Hand Surgery Head & Neck Surgery	H	Hematology
Immunology Immunopathology Infectious Diseases	I	Int-Med Cardiac Electrophysiology Internal Medicine
Legal Medicine	L	
Maternal & Fetal Medicine Maxillofacial Surgery	M	Medical Microbiology Medical Oncology

Neonatal-Perinatal Medicine
Nephrology
Neurological Surgery
Neurology

N

Neuropathology
Nuclear Medicine
Nuclear Radiology
Nutrition

Obstetrics
Obstetrics & Gynecology
Occupational Medicine
Oncology
Ophthalmology
Orthopedic Musculoskeletal

O

Orthopedic Surgery
Orthopedic Surgery & Sports
Orthopedic Trauma Surgery
Otology
Otorhinolaryngology

Pathology
Pathology-Hematology
Pediatric Allergy
Pediatric Cardiology
Pediatric Critical Care
Pediatric Endocrinology
Pediatric Gastroenterology
Pediatric Hematology-
Oncology
Pediatric Nephrology
Pediatric Orthopedic Surgery

P

Pediatric Pulmonology
Pediatric Radiology
Pediatric Surgery
Pediatrics
Perinatal Medicine
Physical Medicine & Rehabilitation
Plastic Surgery
Psychiatry
Public Health
Pulmonary Disease

Radiation Oncology
Radioisotopic Pathology
Radiology

R

Reproductive Endocrinology
Rheumatology

Thoracic Surgery

T

Traumatic Surgery

Urological Surgery

U

Vascular Surgery

V



Business Credit Directory on CD-ROM

With American Business Information's revolutionary Business Credit Service, finding reliable business credit information is fast, easy, and cost-effective. This flexible tool puts basic credit information on over 10 million U.S. businesses, large and small, at your fingertips.

The CD-ROM has the same information as our printed volumes, plus a lot more! Pop it into your PC and get instant access to information on over 10 million U.S. businesses -- with 1,000 free complete profiles. It's a powerful desktop tool with the flexibility you need to access information and make effective decisions.

This CD-ROM Contains:

- ✓ Company Name
- ✓ Full Address & Telephone Number
- ✓ Business Size - Number of Employees and Sales Volume
- ✓ Key Executives' Names and Titles
- ✓ Type of Business - Primary & Secondary SIC Codes
- ✓ Headquarters/Branch Identifiers
- ✓ Stock Exchange and Ticker Symbols for Public Companies
- ✓ Credit Rating Codes*



How Do Our Customers Use This CD-ROM?

- ✓ Make low-risk trade credit decisions
- ✓ Identify and qualify prospects
- ✓ Analyze the competition
- ✓ Verify business existence
- ✓ Locate headquarters
- ✓ Find key executives
- ✓ Locate neighboring businesses
- ✓ Identify businesses by SIC codes
- ✓ As a general reference

* Our Credit Rating Codes are indicators of probable ability to pay. They are based on business demographic factors such as number of employees, years in business, industry stability and barriers to entry, and government data. While they do not reflect actual payment history, the ratings are a good starting point. We recommend that these ratings should not be the sole factor used in making a credit decision, especially for larger dollar amounts. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We will not be liable for any losses resulting from the use of this information.

To order, call us at 1-888-274-5325, or visit our Web Site at www.Businesscreditusa.com.



Business CANADA

What **businessUSA** is to the United States, **Business CANADA** is to Canada. This CD-ROM provides a quick and accurate reference to 2 million Canadian businesses, with comprehensive information that allows you to effectively target your marketing efforts and maximize profits.

If you sell products or services to businesses in Canada, this CD-ROM will revolutionize your sales and marketing programs! It's perfect for lead generation, direct mail, market research, business profiles, telemarketing, sales territory assignment, and more!

This CD-ROM Contains:

- ✓ Company Name
- ✓ Address & Telephone Number
- ✓ Business Size - Number of Employees & Sales Volume
- ✓ Key Executive Name and Title
- ✓ Type of Business - Primary & Secondary SIC Codes
- ✓ Franchise, Brand, or Professional Specialties
- ✓ Credit Rating Code



Who Needs This CD-ROM?

- | | |
|--------------------|-----------------------|
| ✓ Insurance Agents | ✓ Business Owners |
| ✓ Distributors | ✓ Wholesalers |
| ✓ Sales Managers | ✓ Printers |
| ✓ Bankers | ✓ Accounting Services |
| ✓ Manufacturers | ✓ Computer Dealers |

To order, call us at 1-888-999-0580.



householdsUSA

The consumer at home is still the most popular, most lucrative market in the U.S. today! And, if you sell to consumers, **householdsUSA** is for you! Key information on 100 million U.S. households can be searched by Estimated Age, Estimated Income, Home Ownership, Length of Residence, Home Value, and many other choice selects! It's a snap to target your best prospects who need your products or services.

It's never been easier to create mailing lists, telemarket, conduct market research, or find new prospects. Investigate individual neighborhoods, individual households, or specific income brackets!

This CD-ROM Contains:

- ✓Name
- ✓Address
- ✓City
- ✓State
- ✓ZIP Code
- ✓Telephone Number
- ✓Gender
- ✓Estimated Age
- ✓Estimated Household Income
- ✓Estimated Home Value
- ✓Length of Residence



How Can You Make Money With This CD-ROM?

Sales Leads - You can use our database to find new customers and grow your sales and profits. You'll find prospects you didn't even know existed.

Mailing Lists - Create your own direct-mail campaigns. With **householdsUSA**, you can create mailing labels in minutes!

Telemarketing - Our information is simply the best for telephone sales or research.

Market Research - You can slice and dice the information in a multitude of ways using many different criteria. Find counts and analyze your market, plan your next sales and marketing campaigns or establish new sales territories.

To order, call us at 1-888-999-0580.



Business Credit Canada

American Business Information's Business Credit Service now brings its reputation for reliable and cost-effective business credit information to the Canadian market. Like its sister product, **Business Credit Directory on CD-ROM**, **Business Credit Canada** is a flexible tool that delivers you basic credit information on businesses large and small.

This single disc will give you instant access to information on 1.1 million Canadian businesses. If you make a lot of business deals in the Canadian market, this program will give you the data you need in a fast and flexible manner so you can make effective decisions.

This CD-ROM Contains:

- ✓ Company Name
- ✓ Full Address & Telephone Number
- ✓ Business Size - Number of Employees and Sales Volume
- ✓ Key Executive Name and Title
- ✓ Type of Business - Primary & Secondary SIC Codes
- ✓ Headquarters/Branch Identifiers
- ✓ Stock Exchange and Ticker Symbols for Public Companies
- ✓ Credit Rating Codes*



How Do Our Customers Use This CD-ROM?

- ✓ Make low-risk trade credit decisions
- ✓ Identify and qualify prospects
- ✓ Analyze the competition
- ✓ Verify business existence
- ✓ Locate headquarters
- ✓ Find key executives
- ✓ Locate neighboring businesses
- ✓ Identify businesses by SIC codes
- ✓ As a general reference

* Our Credit Rating Codes are indicators of probable ability to pay. They are based on business demographic factors such as number of employees, years in business, industry stability and barriers to entry, and government data. While they do not reflect actual payment history, the ratings are a good starting point. We recommend that these ratings should not be the sole factor used in making a credit decision, especially for larger dollar amounts. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We will not be liable for any losses resulting from the use of this information.

To order, call us at 1-888-274-5325, or visit our Web Site at www.Businesscreditusa.com.



Yellow Pages USA

This product includes complete listings for virtually every business in the U.S., organized by over 12,000 Yellow Page categories and SIC Code numbers. Find new vendors, call business associates, and develop sales leads for businesses throughout the U.S.

Each Record Contains:

- ✓ Company Name
- ✓ Complete Mailing Address
- ✓ Type of Business (where available)
- ✓ Telephone Number
- ✓ Fax Number (when published)
- ✓ Number of Years Listed in Yellow Pages



Plus much more!

- **Search by Business Name**
- **Search Entire U.S. or Narrow your Search by State, City, or ZIP Code**
- **Reverse-Search by Street, Address or Phone Number**

You can even find neighboring businesses!

To order, call 1-800-555-5666, or see the retailer nearest you.



16 Million Businesses Phone Book

The fastest way to find phone numbers for any business by name ... from "Al's Apartment Cleaning" in Atlanta, to "Zorro's Chimichanga House" in Zanesville! This is the perfect solution for finding any business phone number you need - even if you don't know where they are located. And best of all ... you may never have to pay directory assistance charges again!

Each Record Contains:

- ✓ Company Name
- ✓ Street Name
- ✓ City & State
- ✓ Phone Number



i Search by Business Name

i Search Entire U.S. or Canada or Narrow your Search by State/Province, City, or ZIP/Postal Code

i Reverse-Search by Phone Number to Find Business Name and Address

To order, call 1-800-555-5666, or see the retailer nearest you.



Census USA

Census USA is the most comprehensive source of census data available on U.S. households. Whether you're conducting market analysis, assigning sales territories, or moving to a new area, you'll find in-depth information on any community in the United States -- right down to a 5-digit ZIP Code.

Search by Geographical Area:

- ✓County
- ✓MSA
- ✓City
- ✓ZIP Code



Search by Specific Census Criteria:

- ✓Age
- ✓Estimated Household Income
- ✓Median Home Value
- ✓Education
- ✓Ethnicity
- ✓Occupation
- ✓Dominant Industries
- ✓Population Characteristics

Finding census information is easy with **Census USA!**

To order, call 1-800-555-5666, or see the retailer nearest you.



88 Million Households Phone Book

This CD-ROM lets you find phone numbers and get in touch with long-lost friends or relatives. Planning a reunion? Looking for an old college roommate? This is the perfect solution! And best of all -- you may never have to pay directory assistance charges again!

Each Record Contains:

- ✓ Name
- ✓ Street Name
- ✓ City & State
- ✓ Phone Number



- ✓ **Search by Name**
- ✓ **Search Entire U.S. or Narrow your Search by State, City, or ZIP Code**
- ✓ **Reverse-Search by Phone Number to Find Name or Address**

To order, call 1-800-555-5666, or see the retailer nearest you.



9-Digit ZIP Code Directory

Find the ZIP Code you need instantly! It's the most complete 9-Digit ZIP Code Directory available anywhere! This CD has virtually every 9-Digit ZIP Code in the U.S. -- nearly 26 million! Now you can locate the ZIP Codes you need on CD-ROM.



- ✓ **Search by ZIP Code**
- ✓ **Search by Street Address**

To order, call 1-800-555-5666, or see the retailer nearest you.



800 Number Phone Book

This CD-ROM contains virtually every national 800 and 888 Number in the U.S. Find toll-free numbers from hotels and resorts to vendors and suppliers, over 800,000 listings.



- ✓ **Search by Business Name**
- ✓ **Search Entire U.S. or Narrow your Search by City or State**
- ✓ **Reverse-Search by Phone Number to Find Business Name, City, and State**

To order, call 1-800-555-5666, or see the retailer nearest you.



2 Million Canadian Businesses Phone Book

Imagine having every Canadian business at your fingertips! That's just what you'll get with this CD-ROM phone book. From "Al's Peat Moss Farm" in Alberta to "Vern's Donut Villa" in Ontario ... this CD-ROM has them all.

Each Record Contains:

- ✓ Company Name
- ✓ Street Name
- ✓ City & Province
- ✓ Phone Number



- ✓ **Search by Business Name**
- ✓ **Search All of Canada or Narrow your Search by Province, City, or Postal Code**
- ✓ **Reverse-Search by Phone Number to Find Business Name and Address**

To order, call 1-800-555-5666, or see the retailer nearest you.



88 Million Households Phone Book Deluxe

This CD-ROM takes our **88 Million Households Phone Book** and adds a lot more! Not only can you find phone numbers for long-lost friends or relatives ... it's also perfect for creating mailing lists, sales prospecting, or simply sending a note to your old college roommate!

Each Record Contains:

- ✓ Name
- ✓ Complete Mailing Address
- ✓ Phone Number



- ✓ **Search by Name & Address**
- ✓ **Search Entire U.S. or Narrow your Search by State, City, or ZIP Code**
- ✓ **Search by Households in a ZIP Code**
- ✓ **Reverse-Search by Phone Number to Find Name or Address**

To order, call 1-800-555-5666, or see the retailer nearest you.



Streets USA

Whether you're mapping out a family vacation, planning a sales trip, or looking for local points of interest, **Streets USA** is a dream come true! You'll find virtually every U.S. street, highway, and road on this easy-to-use CD-ROM. And with **Streets USA's** unique Label & Draw features, you can map out your travel route, label landmarks along the way, and print your own custom-tailored map! So throw your old atlas away ... **Streets USA** is all you need to get anywhere in the U.S.!

With this CD-ROM you can:

- ✓ Map Out Family Vacations
- ✓ Send Maps Along With Party Invitations
- ✓ Find the Distance Between Any Two Cities
- ✓ Locate Hotels, Resorts, or Restaurants Anywhere in the Country



The possibilities are endless!

- ✓ **Search by Full Address or Street Name**
- ✓ **Search by Intersection**
- ✓ **Search by City, ZIP Code, or Area Code**

This CD-ROM includes more than one million restaurants, hotels, and other points of interest!

To order, call 1-800-555-5666, or see the retailer nearest you.



Canadian Business Pages

This product includes complete listings for virtually every business in Canada, organized by business categories as they appear in telephone directories. It lets you find new vendors, call business associates, search for new clients -- anywhere in Canada, from Vancouver to St. John's! From setting an individual appointment to conducting a national direct mail campaign, this powerful reference tool has it all!

Each Record Contains:

- ✓ Company Name
- ✓ Complete Mailing Address
- ✓ Type of Business (where available)
- ✓ Telephone Number
- ✓ Fax Number (when published)
- ✓ Plus Much More!



- ✓ **Search by Business Name & Address**
- ✓ **Search All of Canada or Narrow your Search by Province, City, or Postal Code**
- ✓ **Reverse-Search by Phone Number to Find Business Name and Address**

To order, call 1-800-555-5666, or see the retailer nearest you.



1.5 Million Doctors, Dentists & Pharmacies

With this CD-ROM, you can find doctors, dentists, pharmacies, hospitals, etc. in any city! When you're traveling, learn ahead of time where the closest hospital or pharmacy to your hotel is located. Moving? You can use this product to find doctors, dentists, and opticians in your new home town!

Each Record Contains:

- ✓ Name
- ✓ Complete Address
- ✓ Phone Number
- ✓ Primary Heading (followed by additional headings if applicable)
- ✓ Specialty or Franchise Information



- ✓ **Search by Doctor, Business, or Professional Name**
- ✓ **Search by State, City, or ZIP Code**
- ✓ **Search by Yellow Page Heading or Professional Specialty**

To order, call 1-800-555-5666, or see the retailer nearest you.



Yellow Pages USA Deluxe

This CD-ROM takes our **Yellow Pages USA** and adds a lot more! Not only does it include complete listings for virtually every business in the U.S., organized by over 12,000 Yellow Page categories and SIC Code numbers, but it allows you to export the information into your favorite word-processing or database program! It's ideal for sales prospecting, developing business contacts, and more!

Each Record Contains:

- ✓ Company Name
- ✓ Complete Mailing Address (including county)
- ✓ Contact Name
- ✓ Type of Business (where available)
- ✓ Number of Employees (where available)
- ✓ Sales Volume/Assets (where available)
- ✓ Telephone Number
- ✓ Fax Number (when published)
- ✓ Number of Years Listed in Yellow Pages



Plus much more!

- ✓ **Search by Business Name in a City, County, State, or ZIP Code**
- ✓ **Search by Yellow Page Heading in a City, County, State, or ZIP Code**
- ✓ **Search by Street Address or Telephone Number**
- ✓ **Find Neighboring Businesses**

It's the equivalent of 5,000 Yellow Page Directories on one CD-ROM!

To order, call 1-800-555-5666, or see the retailer nearest you.

✓ **Web Sites USA**

The Internet is fast becoming a premier marketing tool. More and more companies are creating sites on the World Wide Web advertising their goods and services. But with the sheer volume of information available on the Internet, how can you find the web site you want quickly and easily?

Web Sites USA is the easiest and quickest way to look up any of the more than 135,000 U.S. companies on the Internet! In addition to web site address information, you also get basic company information, plus the ability to obtain complete profiles of companies and to directly connect to companies' web sites! **Web Sites USA** is your personal Internet business directory!

Each Record Contains:

- ✓ Company Name
- ✓ Complete Mailing Address
- ✓ Type of Business (where available)
- ✓ Telephone Number
- ✓ Web Site Address



- ✓ **Search by Web Site Address**
- ✓ **Search by Business Name**
- ✓ **Search Entire U.S. or Narrow your Search by State, City, or ZIP Code**
- ✓ **Reverse-Search by Phone Number to Find Business Name and Address**

With **Web Sites USA**, you can do more than just find companies on the Internet. You can conduct, investment research, target hot new prospects, research potential employers, identify suppliers and vendors, and conduct pre-call planning, market analyses, and competitive analyses. The possibilities are endless!

To order, call 1-800-555-5666, or see the retailer nearest you.



104 Million Businesses and Households Phone Book

This CD-ROM phone book puts it all together -- it's the easiest way to find phone numbers for any person or business! Contact old friends or relatives ... find a dude ranch or the closest Burger King ... any listed telephone number in the entire country.

Each Record Contains:

- ✓ Individual or Company Name
- ✓ Street Name
- ✓ City & State
- ✓ Phone Number



- ✓ **Search by Individual or Business Name**
- ✓ **Search Entire U.S. or Narrow your Search by State, City, or ZIP Code**
- ✓ **Reverse-Search by Telephone Number**

To order, call 1-800-555-5666, or see the retailer nearest you.



2 Million Fax Numbers Directory

This CD-ROM contains over 2 million U.S. and Canadian business fax numbers. The information is verified annually with personal telephone calls to each business. No other CD-ROM fax directory has this many fax numbers and this accuracy rate!



- ✓ **Search by Business Name**
- ✓ **Search Entire U.S. & Canada or Narrow your Search by State/Province, City, or ZIP/Postal Code**
- ✓ **Reverse-Search by Phone or Fax Number to Find Business Name and Address**

To order, call 1-800-555-5666, or see the retailer nearest you.



300 Million Ultimate Phone Directory

It's the ultimate business and consumer reference directory! This product contains eight of our best CD-ROM products in one box. This complete set of CD-ROMs offers you the ultimate reference tool!

This package contains:

- ✓ [104 Million Businesses & Households](#)
- ✓ [2 Million Canadian Businesses](#)
- ✓ [9-Digit ZIP Code Directory](#)
- ✓ [800 Number Phone Book](#)
- ✓ [2 Million Fax Numbers Directory](#)
- ✓ [1.5 Million Doctors, Dentists & Pharmacies](#)
- ✓ [Streets USA](#)
- ✓ [Census USA](#)
- ✓ [Web Sites USA](#)



To order, call 1-800-555-5666, or see the retailer nearest you.



Canadian Business Information

Our sister company, Canadian Business Information, compiles the most accurate and comprehensive database of over 2 million Canadian business listings. The database is created using the same high-quality sources as our U.S. database -- telephone directories, annual reports, government data, business periodicals, and other public sources. Then, we make 1.5 million phone calls each year to verify the listings. The end result is the finest database of Canadian businesses ever!

The Database Includes:

- ✓Company Name, Address, Phone Number
- ✓All Lines of Business and SIC Codes
- ✓Key Executive Names
- ✓Number of Employees and Sales Volume
- ✓Credit Rating Codes ... and More!

Select Lists By:

- ✓Type of Business or Industry Heading
- ✓SIC Code
- ✓Employee Size or Sales Volume
- ✓Geographic Area -- Province, City, Postal Code, or Telephone Area Code

List Formats Available:

- ✓Prospect Lists
- ✓Mailing Labels
- ✓Sales Lead Cards
- ✓Magnetic Tape & Diskette

For a description of the available list formats, [click here](#).

In addition, other specialized selections are available. [Call us at 1-800-268-3504 for more details.](#)



List Formats

Canadian Business Information offers its sales lead information in both printed and electronic formats for your convenience. A description of each available format is given below:

Printed Formats Available:

Mailing Labels -

Mailing labels are laser-printed in ZIP Code sequence to facilitate easy bulk mailings. You may order pressure-sensitive (peel-off) labels, or ungummed Cheshire labels for mailing house use. Mailing labels can include phone numbers, if requested, with carrier-route and bar codes on the labels for postal presorts.

Prospect Lists -

These easy-to-read listings are perfect for sales planning, telemarketing, or following up on inquiries. Each Prospect List is individually printed on a high-quality laser printer for maximum readability.

3x5 Sales Leads Cards -

Sales Leads Cards are the ideal format for prospect card files or telemarketing "calling cards". These cards contain full company information, including executive name(s), employee size, sales volume, and credit rating codes.

Electronic Formats Available:

Lists can be provided on PC diskettes, magnetic tape, or cartridges; allowing unlimited use for one year. Updates are also available.

PC Diskettes -

Available in 3-1/2" and 5-1/4" for IBM-PC and compatibles, Macintosh, and virtually any other micro- or mini-computer. Also included is a copy of "My MailList", an easy-to-use list management software package, FREE with every order.

Magnetic Tape -

Available in standard ASCII or EBCDIC (IBM) machine languages, 1600 or 6250 BPI, in any blocking factor desired and any sequence.

Cartridge -

Available on 3480 cartridges for mainframe computers, or PC-based cartridge drives.



Sales Leads Products

No matter who you sell to -- we can help you find new customers! You can give our Sales Leads to your dealers, distributors, or your own sales force to help them close more business and be more productive. You provide the leads, so they can spend their time selling!

businessUSA: Including Key Executives, Number of Employees, Sales Volume, Credit Rating Codes, and more.

Select by:

- Type of Business: Yellow Page Heading or SIC Code
- ✓ Employee Size or Sales Volume
- ✓ Geographic Area: State, City, County, ZIP Code, MSA, or Area Code.

householdsUSA: Including approximate annual income, median home value, car ownership, presence of children, and more.

Select by:

- ✓ Household Income
- ✓ Type and Median Value of Home
- ✓ Geographic Area: State, City, County, ZIP Code, MSA, or Area Code.

Non-Stop Sales Leads -- The Ultimate Tool For Sales & Marketing:

What is the Non-Stop Sales Leads Program? It's an annual subscription plan that provides you with sales leads on a continuous basis throughout the entire year. This program is designed to help you find new customers and increase your sales, month after month and year after year.

How does it work?

First, we profile your customers to determine their characteristics. This Customer Profile Analysis will show your best prospects by SIC Code and Employee Size. Once you know the number of prospects, we will provide you with the leads in any of the following formats every six months:

- ✓ A hard-copy prospect list
- ✓ Mailing labels
- ✓ 3"x 5" sales lead cards
- ✓ Diskettes for your PC

Plus ... new leads and changes every month! For a description of the sales leads formats we offer, [click here](#).

As we update our database each month, we will send you any new listings that match your prospect profile, plus listings that have changed -- moved, changed their phone number, etc. Your new leads and changes will be provided on 5"x 8" cards, in a handy folder to keep them organized.

What does the program cost?

Much less than you might think! We will perform the Customer Profile Analysis at no charge, and you will pay only "pocket change" for each lead you receive. Exact pricing will vary, depending on the number of leads that we identify for your market area and the format desired.

For more information, call us at 1-800-555-5335, or E-mail us at lists@abii.com.



Business Directories

Our directory division, American Business Directories, produces a wide range of business directories to meet your marketing needs.



State Business Directories

Every business in a state is listed and arranged by Type of Business and by City in these directories. They're designed for companies whose market area is limited to a state or two. Also available on CD-ROM.

Business Credit Reference Directory

The nation's most convenient resource for business credit information. This outstanding 12-volume set provides credit rating codes (valuable for credit decisions, qualifying prospects, suppliers, and other applications) for over 10 million U.S. companies. The directory is also available on CD-ROM.



American Manufacturers Directory

Manufacturing firms comprise a huge segment of the U.S. economy, spending in excess of *one trillion* dollars annually on raw materials, equipment, and services. American Business Information®, Inc. publishes a nationwide directory of nearly 612,000 top manufacturers, which is ideal for companies that market industrial products or services. Also available on CD-ROM.

American Big Businesses Directory

Big businesses account for the majority of corporate spending, making this directory a valuable source for general purpose reference and marketing needs. It contains more than 177,000 top U.S. companies with 100 or more employees, and includes 581,000 key executives and directors. Also available on CD-ROM.



Metro Area Business Directories

The Company's American Sales Leads division has been a leader in business directory publishing for more than 22 years. These directories are comprehensive sales and marketing guides to businesses in a city, and include in-depth information on each company listed. Directories are available for 12 major metropolitan areas.

For more information, please call us at 1-800-555-6124, or E-mail us at directory@abii.com.



Mailing Lists

American Business Information® provides mailing lists for both the business and consumer market. To find out more about a particular type of market list, click on one of the topics below:

[Business Lists](#)

[Consumer Lists](#)



Business Lists

American Business Information® provides mailing lists of any business in the U.S. or Canada. Information includes: Company Name, Address, Phone Number, Names of Key Executives, SIC Codes and Lines of Business, Number of Employees, Sales/Output Volume, and Credit Rating Codes. You can select business lists for any geographic area.

Plus, our lists of 113 million households (a total of 180 million consumers) are available by age, income, and much more. For more information, see the [Consumer Lists](#) topic.

Select By:

- ✓Type of Business or Industry Heading
- ✓SIC Code
- ✓Employee Size or Sales Volume
- ✓Geographic Area
- ✓Title of Executive
- ✓Complex Selections (to create customized lists)

Mailing List Formats Available:

Include the following ...

- ✓Mailing Labels
- ✓PC Diskettes
- ✓Magnetic Tape
- ✓Cartridge

For a description of all our sales leads formats, including the above, [click here](#).

To order, call us at 1-800-555-5335, or E-mail us at lists@abii.com.



Consumer Lists

Our lists of 113 million U.S. households (featuring a total of 180 million consumers) are compiled from many different sources, including telephone directories, voter registrations, new births, analysis of census data, and real estate transactions. Addresses are kept current with the U.S. Postal Service "National Change of Address" system. The lists are updated continuously from all sources. Also, 80% of the names include phone numbers -- ideal for telemarketing campaigns.

Select By:

Age: You can select your list by any age group. The most popular age ranges are:

- ✓35 to 49 years of age
- ✓50 to 64 years of age
- ✓65 and over

Income: You can select your list by any income range, including:

- ✓\$20,000 to \$34,999
- ✓\$35,000 to \$49,999
- ✓High-Income Americans (average household income \$50,000+)

Geography: Lists can be selected for any geographic area, such as:

- ✓State
- ✓City or Metropolitan Area
- ✓County
- ✓Zip Code
- ✓Area Code

Other Special Selections:

- ✓Gender - Male or Female
- ✓Home Ownership
- ✓Length of Residence (number of years)
- ✓Age of Children
- ✓Hobbies or Interests

We offer many other specialized lists. No matter what your requirements are, we can find the right list from the most reliable source.

Call our office at (402)593-4640 for more information, or E-mail us at consumerlist@abii.com.



Sales Leads Formats

We offer our sales lead information in both printed and electronic formats for your convenience. A description of each available format is given below:

Printed Formats Available:

Mailing Labels -

Our mailing labels are laser-printed in ZIP Code sequence to facilitate easy bulk mailings. You may order pressure-sensitive (peel-off) labels, or ungummed Cheshire labels for mailing house use. Our mailing labels can include phone numbers, if requested, and we can print carrier-route and bar codes on the labels for postal presorts.

Prospect Lists -

These easy-to-read listings are perfect for sales planning, telemarketing, or following up on inquiries. Each Prospect List is individually printed on a high-quality laser printer for maximum readability.

Order lists in any of these sequences at no additional charge:

- ✓ By City: This sequence is ordered most often.
- ✓ By County: Useful if sales territories are set up on a county basis.
- ✓ By ZIP Code: With mailing labels, this sequence makes it easy to follow up.
- ✓ By Walk Sequence: Great for a door-to-door sales force.

3x5 Sales Leads Cards -

Our Sales Leads Cards are the ideal format for prospect card files or telemarketing "calling cards". These cards contain full company information, including executive name(s), employee size, sales volume, and credit rating codes.

Sequences Available:

- ✓ By City: This sequence is ordered most often.
- ✓ By County: Useful if sales territories are set up on a county basis.
- ✓ By ZIP Code: This sequence makes it easy to follow-up on a mailing.
- ✓ By Walk Sequence: Great for a door-to-door sales force.

Electronic Formats Available:

Lists can be provided on PC diskettes, magnetic tape, or cartridges; allowing unlimited use for one year. Updates are also available.

PC Diskettes -

Available in 3-1/2" and 5-1/4" for IBM-PC and compatibles, Macintosh, and virtually any other micro- or mini-computer. We also include a copy of "My MailList", an easy-to-use list management software package, FREE with every order.

Magnetic Tape -

Available in standard ASCII or EBCDIC (IBM) machine languages, 1600 or 6250 BPI. We can provide any blocking factor desired and any sequence.

Cartridge -

Available on 3480 cartridges for mainframe computers, or PC-based cartridge drives.



About American Business Information

American Business Information®, Inc. is a leading provider of information on 11 million businesses in the United States and Canada. Our database information includes Business Name, Address, Industry Heading, Name of Key Executive, SIC Codes, Employee Size, Sales Volume, Credit Rating Codes, and more. Over 1,000,000 customers use our information for generating sales leads, finding new customers, direct marketing, market research and business credit decisions.

HOW WE COMPILE OUR DATABASE

American Business Information, Inc.'s database is the most complete and accurate source of business information for sales, marketing, credit and personal applications. Creating this database requires a staff of over 330 full-time employees, who update and verify the information on a continuous, real-time basis. Here's how we do it ...

We Start With The Best Basic Sources

Over the years, we have evaluated the hundreds of different sources of business data, and have chosen only the very best and most reliable ones for our database. They include:

- ✓ Yellow Pages and Business White Pages
- ✓ Annual Reports, 10-K's and other SEC information
- ✓ Federal, State and Municipal Government Data
- ✓ Leading Business Magazines, Newsletters, and Major Newspapers
- ✓ Postal Service Information: NCOA, ZIP+4 and Carrier Route Files

These sources help us identify virtually every business in the U.S. and Canada.

Then We Make 16 Million Phone Calls

Even though we use the most reliable sources available, the information does not go into our database until it's verified by our telephone research staff. There is simply no better way to ensure the accuracy of our data.

By actually calling all 11 million businesses every year (and more often for larger companies), we can keep up with the tremendous amount of change that occurs. We confirm addresses and phone numbers, delete companies who have gone out of business, and collect additional information: Name of the Owner or Key Executive, Number of Employees, Primary Line of Business, and more. Our telephone verification process is what sets our database apart from our competitors.

Finally ... Credit Rating Codes

In response to overwhelming demand from customers, we have developed Credit Rating Codes for most of the businesses in our database. Our Credit Rating Codes are indicators of probable ability to pay. They are based on business demographic factors such as number of employees, years in business, industry stability and barriers to entry, and government data. While they do not reflect actual payment history, the ratings are a good starting point. We recommend that these ratings should not be the sole factor used in making a credit decision,

especially for larger dollar amounts. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We will not be liable for any losses resulting from the use of this information. These Credit Rating Codes make our database more useful for credit and marketing applications.

The End Result: The Best Database Of 11 Million Businesses Ever Created

In terms of completeness, accuracy, and depth of information, no other source can compare to our database. Our commitment to quality at every level of the compilation effort guarantees you the best business information available.



Specialized Market Segments

Our database of 10 million U.S. businesses has unique appeal to many specialized market segments, who use our information in various ways. A few of the specialized markets are listed below; click on any topic for more information:

[Library Products](#)

[Institutions and Government](#)

[Health Care Industry](#)



Library Products

Thousands of libraries rely on our directories on a daily basis -- they get used because they provide coverage that traditional business reference sources don't give you. With our directories and CD-ROMs, you'll find those hard-to-find companies that everyone asks for.



The American Business Disc

Imagine ... one disc covering over 10 million businesses! You'll be able to search by Company Name, SIC Code or Yellow Page Heading, Employee Size, Sales Volume, Headquarters/Subsidiary, Public Companies, and narrow searches by geographic area. It's the ultimate business reference CD-ROM!

Available in DOS and Windows versions.

American Households Directory

The same "slice and dice" capability of **American Business Disc** in a consumer version covering 88 million households! You can search by name and/or address, search the entire U.S. or narrow your search by state, city, or ZIP Code. You can even find all households listed for a single ZIP Code or perform reverse searches by telephone number to find the corresponding names and addresses.



Windows version only.



State Business Directories

We publish a state directory for each of the fifty states, plus the District of Columbia. These directories are the "workhorses" of the business reference section. Why? Because they're the only directories that list every business in the state. Listings are arranged by City and by Yellow Page Heading, and there are separate sections for Manufacturers and Major Employers.

Listings Include:

- | | |
|---|-------------------------------|
| ✓ Company Name, Address, and Phone Number | ✓ SIC Code (line of business) |
| ✓ Number of Employees | ✓ Estimated Sales Volume |
| ✓ Name of Owner or Manager | ✓ Credit Rating Codes |

American Manufacturers Directory & American Big Businesses Directory

In-depth information on America's leading companies ... available in printed directories and on CD-ROM.



The American Manufacturers Directory includes every manufacturer in the U.S. with 20 or more employees -- nearly 612,000 listings. It's all at your fingertips -- the

most complete national manufacturing reference
available!



The American Big Businesses Directory includes comprehensive information on the top 177,000+ companies that employ 100 or more people, as well as information on 581,000 key executives and directors. This three-volume set and companion CD-ROM is the definitive source for America's top companies -- the "Fortune 1000" plus 176,000 more!

Free 30-day review available. For more information, or to order any of our products, call us at 1-800-808-1113, E-mail us at library@abii.com, or fax us at (402) 331-6681.

✓ **Institutions & Government**

Why do institutional and government professionals need an accurate database?

- ✓ For better research, planning, education, recruitment and compliance!
- ✓ To be better informed, more responsive, and continually effective!

Who provides the most accurate database to meet these needs?

Over 100,000 national organizations and government agencies use the American Business Information® database to make critical decisions every day. Our high-quality information is invaluable for strategic planning, research and analysis, economic projections, compliance notification, and many other activities.

What kind of organizations use the American Business Information database?

- ✓ Government Agencies: All levels need the most current information for communication, education, compliance, planning, and administrative activities.
- ✓ Public Utilities: To plan and analyze customer service and infrastructure requirements for local communities.
- ✓ Chambers of Commerce: For recruiting, planning and prospecting of new businesses. Increase and retain membership within your organization.
- ✓ Universities: For research, job placement, and recruiting support from the business community.
- ✓ National Associations: To keep members informed and improve recruitment efforts.
- ✓ Economic Development & Planning Boards: For strategic planning efforts in your community.

We're here to help you become more responsive and effective in serving your constituents.
To find out more, please call us at 1-800-555-5211, or E-mail us at instmkt@abii.com.



Health Care Industry

American Medical Information, Inc.

If you manufacture or distribute medical equipment or supplies, pharmaceuticals, or professional office supplies, this database is a gold mine of prospects! It's also great for physician recruiters and CME providers.

Selections Include:

Physician's Name & Office Name
Mailing Address
Telephone & Fax Number
Primary & Secondary Areas of Specialization
State(s) of License
Educational Criteria



Medical School Attended

Year of Graduation
Board Certification
Continuing Medical Education Participation

Office Size

Number of Physicians

Professional Information

Prescription Volume (per week)
Patient Volume (per week)
Managed Care Affiliations

Personal Information

Age & Gender
Computer Use
Activities & Interests

Related Health Care Markets

American Medical Information, Inc. also offers lists of related healthcare professionals and facilities, such as Dentists, Physical Therapists, Pharmacies, Hospitals, Veterinarians, and more. Select by employee size, office size, areas of specialization, and geographically by state, city, county, or ZIP code.

For more information, call us at 1-800-888-8717, or E-mail us at medical@abii.com.



Online Services

Imagine being able to tap into an Internet database of 11 million business whenever you want, 24 hours a day, to retrieve and qualify prospects for your business. It's easy -- with American Business Lists -- ONLINE. All you need is a PC, a Web browser, and a modem!

SELECT LISTINGS BY:

- ✓ SIC Code or Industry Heading
- ✓ Number of Employees
- ✓ Estimated Sales Volume
- ✓ Contact Name or Title
- ✓ Yellow Page Ad Size
- ✓ Records with Fax Numbers
- ✓ Headquarters/Branch Options

... for any geographic area in the U.S. or Canada!

PLUS -- Now Includes Credit Rating Codes!!

American Business Lists -- ONLINE is an instant Internet source of information for sales leads, direct marketing, marketing research, credit decisions, and more.

[Click here to view a sample Business Listing!](#)

Pricing:

- ✓ \$.50 per business listing
- ✓ \$5.00 for detailed Business Profiles
- ✓ \$25.00 for TRW Business Credit Reports

For more information, please call (402)593-4593, E-mail us at online@abii.com, or visit our Web Site at www.SalesLeadsUSA.com.



Directory Assistance Plus

A World of Information -- Just A Phone Call Away!

To get the most comprehensive, accurate business and residential information instantly -- Directory Assistance Plus is your answer! Access key information such as name of decision maker, number of employees, full credit history, type of business, and more. Also, have information on over 100 million households right at your fingertips.

It all starts with our Directory Assistance Plus Program:

Free Directory Assistance Plus with every membership!

Simply dial our toll-free number, and within seconds, one of our resource specialists will have the information you need. You no longer need to know the exact location of a person or business: we can search nationwide by name, address, phone number, or even type of business!

Each month, your company's first 50 calls are **FREE!** Take a look at what you're currently paying for directory assistance. Even if you use it only minimally, we can save you up to \$20 per month!

Key Premium Services Available With Each Membership!

Company Profiles

Check out the competition, evaluate stock investments, qualify sales leads! Our Company Profiles give you in-depth company information at a glance! They help you check out potential suppliers, research potential employers, and more! These accurate and up-to-date profiles include the company name, address, and phone number, along with number of employees, estimated annual sales, key contacts, primary lines of business, and much, much more. *Only \$3 per profile.*

Business Credit Reports

The ideal way to evaluate new accounts and manage financial risk: no contracts, no hassles, and very affordable! See how quickly the company pays its bills; find out about tax liens, U.C.C. filings, lawsuits, and judgments. Just give us a call and the report will be sent to you in minutes ... no waiting! *Only \$25 per report.*

Corporate Family-Tree Profiles

Not only can you get Company Profiles, but Corporate Family-Tree Profiles are also available. These full-linkage, multiple-location reports provide you with complete profile information on a company's corporate headquarters, and then list name, address, phone number, and key contact for all subsidiary headquarters and linked branches. They are the perfect tools for analyzing markets and planning sales strategies, as well as for checking up on the competition. *Each report only \$25.*

Fax-a-List®

You can have a quick list of sales prospects, suppliers, or even vacation destinations faxed to your home or office in a matter of minutes. The information includes company name, address, and phone number. *As low as 50 cents per listing!*

Business News Network

Find articles on virtually any company or topic from thousands of sources. You decide what subject you want searched, and over what period of time. We'll perform the search for you from thousands of newspapers, magazines, and newsletters. It's like having your own clipping service! *Only \$6 per article.*

How to Sign Your Company Up Today:

Just call **1-888-999-1463**, and your InfoAccess subscription will be set up in a matter of minutes. Your subscription will give you access to all these great premium services, along with your FREE directory assistance from our Directory Assistance Plus program. *Annual company subscriptions only \$79.*

Call today for a FREE company profile -- no obligation or risk!

*Just call 1-888-999-1463, and we will fax you a company profile of your choice **FREE** within minutes. Please reference code 14-CAT when you call.*



Business Credit Service and Company Profiles

Business Credit Service

With American Business Information's revolutionary Business Credit Service, finding reliable business credit information is fast, easy, and cost-effective. This flexible tool puts basic credit information on over 10 million U.S. businesses, large and small, at your fingertips. It can help you:

- ✓ Make low-risk trade credit decisions
- ✓ Identify and qualify prospects
- ✓ Analyze your competition
- ✓ Verify business existence
- ✓ Locate headquarters
- ✓ Find key executives
- ✓ Locate neighboring businesses
- ✓ Identify businesses by SIC codes
- ✓ As a general business reference

Credit Information Details

Our Credit Rating Codes are indicators of probable ability to pay. They are based on business demographic factors such as number of employees, years in business, industry stability and barriers to entry, and government data. While they do not reflect actual payment history, the ratings are a good starting point. We recommend that these ratings should not be the sole factor used in making a credit decision, especially for larger dollar amounts. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We will not be liable for any losses resulting from the use of this information.

How do we create our credit information?

We created our unique credit scoring method using a sophisticated multivariate computer model. By considering information such as Number of Employees, Sales Volume, SEC Information, Years in Business, Industry Volatility (by SIC Code), Barriers to Entry, Census Data, and more, we arrive at credit rating codes for each business that are both statistically sound and ultimately practical.

How is the printed directory arranged?

The printed directory is a 12-volume set containing over 10 million U.S. businesses. Listings are alphabetical by City and State and include the Company Name and Phone Number, the Type of Business (by SIC Code), Number of Employees, Sales Volume, Number of Years in our database, and a single character Credit Rating Code.

How does the CD-ROM work?

The CD-ROM has all the information found in the printed volumes, and a lot more! Pop it into your PC and receive instant access to information on over 10 million U.S. businesses -- with 1,000 complete profiles included at no extra charge. It's a powerful desktop tool with the flexibility you need to access information and make effective decisions.

What does it cost?

The basic annual subscription rate for the Business Credit Service is just \$1,295 -- that's hundreds, even thousands, of dollars less than other credit services! Your subscription includes the complete 12-volume set of printed directories and the CD-ROM.

Company Profiles - Only \$5.00 Each

Need to know more about a particular business -- who runs it, how many employees there

are, and what it produces? Our Company Profiles provide the in-depth background information you need!

They can help you:

- ✓Qualify sales leads or check out suppliers.
- ✓Research a potential employer.
- ✓Evaluate stock investments.
- ✓Identify all the subsidiaries and links of a corporate family.
- ✓Investigate companies you know little about.

Company Profiles include the company name, address and phone number, name of the owner or top decision-maker, number of employees, estimated annual sales, credit rating code, and primary and secondary lines of business.

In addition, we have even more detailed information for many larger companies, including the names of top executives and directors, corporate linkages, stock exchange, and ticker symbol.

You can get Company Profiles for any business, at \$5.00 each, by calling a sales representative at 1-888-274-5325, or visit our Web Site at Businesscreditusa.com.

Sample Business Listing

AMERICAN BUSINESS INFORMATION

5711 S 86TH CIR
OMAHA NE 68127
Phone: 402/593-4500
Fax: 402/331-1505

SIC: 273101, 733105, 274107, 732301,
733104
Fran/Spec: NA County: 31055
Credit Rating: A VERY GOOD
Employees: 465 Sales: H Ad: NA
Hdq/Branch: 1 (Hdq)
SCOTT DAHNKE, CEO



Sales Leads on a Map

Have you ever wished there was a way to determine who your best prospects are, as well as where they are located? With **Sales Leads on a Map** from American Business Information®, your wish can come true!

Now, you can find the exact location of your prospects! By using the latest technology coupled with our database of more than 10 million U.S. businesses, we are able to plot business locations on a map. Your staff can effectively plan their sales calls using a more logical approach. There is no easier way for you to set up sales territories and monitor the performance of your sales force.



You can order these maps for only \$10.00 per map (by ZIP Code). In addition, we also generate custom maps, such as prospects by state or territory. The maps vary in price; just give us a call for more details.

Contact American Business Information, Inc., Mapping Department, (402)596-7594.



Customer Profile Analysis

One of the best ways to analyze new prospects and markets is to look at your existing customers. By examining their characteristics, you can develop a model of prospects that offers the greatest potential.

For example, ask yourself the following questions:

- ✓What types of businesses buy my products or services?
- ✓What are the industries in which these businesses operate?
- ✓How big are these businesses?
- ✓Where are my customers located?

Once you have answered these questions, you will be amazed how easy it is to zero in on the best potential customers for your business.

American Business Information®, Inc. can help you by performing a **Customer Profile Analysis**. It is a simple process which costs very little. Yet it can be one of the most powerful tools you can have for acquiring new customers.

We make it easy. Just provide us with your customers' names, addresses, and telephone numbers; we will match them against our database. After current customers are identified, a Market Penetration Analysis or Sales Potential Analysis is created. These reports help you target your best markets -- areas where your profit potential could skyrocket.

To get started with your Customer Profile Analysis, call our Market Research Division at (402)593-4545.

