

U.S. BUSINESS FIELD DECODE SHEET

TITLE CODE

1 Owner
 2 President
 3 Manager
 4 Executive Director
 5 Principal
 6 Publisher /Editor
 7 Administrator
 8 Religious Leader
 9 Partner
 A Chairman
 C Chief Executive Officer (CEO)
 D Board Member
 E Chief Operating Officer (COO)
 F Chief Financial Officer (CFO)
 G Treasurer
 H Controller
 I Executive Vice President
 J Senior Vice President
 K Vice President
 L Administration Executive
 M Corporate Communications Executive
 N IT Executive
 O Finance Executive
 P Human Resources Executive
 Q Telecommunications Executive
 R Marketing Executive
 S Operations Executive
 T Sales Executive
 V Legal
 W Executive Officer
 X Manufacturing Executive
 Y Purchasing Executive
 - Sales
 ! IT
 # Finance
 \$ Chief Administrative Officer (CAO)
 % Chief Marketing Office (CMO)
 & Business Development
 (Director
) Executive
 . International
 / Manufacturing
 : Educator
 ? Office Manager
 @ CIO / CTO
 [Operations
 \ Marketing
] Other
 ^ Human Resources
 _ Site Manager
 { Regional Manager
 + Facilities
 = Engineering/Technical
 > General Manager

GENDER CODE

M Male
 F Female

INDIVIDUAL/FIRM

1 Individual
 2 Firm

BUSINESS STATUS

1 Headquarters
 2 Branch
 3 Subsidiary Headquarters

POPULATION CODE

1 1 - 24,999
 5 25,000 - 49,999
 6 50,000 - 99,999
 7 100,000 - 249,999
 8 250,000 - 499,999
 9 500,000 +

METRO/MICRO INDICATOR

1 Micro
 2 Metro

EMPLOYEE SIZE

A 1 - 4
 B 5 - 9
 C 10 - 19
 D 20 - 49
 E 50 - 99
 F 100 - 249
 G 250 - 499
 H 500 - 999
 I 1,000 - 4,999
 J 5,000 - 9,999
 K 10,000 +

SALES VOLUME/ASSET SIZE

A Less than \$500,000
 B \$500,000 - \$ 1 Million
 C \$ 1 Million - \$ 2.5 Million
 D \$ 2.5 Million - \$ 5 Million
 E \$ 5 Million - \$ 10 Million
 F \$ 10 Million - \$ 20 Million
 G \$ 20 Million - \$ 50 Million
 H \$ 50 Million - \$ 100 Million
 I \$ 100 Million - \$ 500 Million
 J \$ 500 Million - \$ 1 Billion
 K Over \$ 1 Billion

AD SIZE

A Regular Listing
 B Bold Listing
 C In-Column Listing
 D Display Ad

BUSINESS CREDIT SCORE**

A+ 95 to 100
 A 90 to 94
 B+ 85 to 89
 B 80 to 84
 C+ 75 to 79
 C 70 to 74
 U Less than 70
 I Institution (Not Scored)
 P Professional

PUBLIC CODE

0 Private Company
 1 Public Company
 2 Branch of a Public Company

STOCK EXCHANGE CODE & SYMBOL

1 New York NYSE
 2 American NYSE Amex
 3 NASDAQ NASDAQ
 9 Other Other

MATCH LEVEL

0 Site-Level
 4 ZIP+4 Centroid
 2 ZIP+2 Centroid
 X ZIP Centroid

FRANCHISE/SPECIALTY CODES

Please refer to the infoUSA catalog for Franchise/Specialty code descriptions.

INDUSTRY SPECIFIC CODES

For the following industries, size/classification codes appear in the Industry-Specific Code field:

Hospitals (# of Beds)

A 1 - 24
 B 25 - 49
 C 50 - 99
 D 100 - 199
 E 200 - 299
 F 300 - 399
 G 400 - 499
 H 500 +

Nursing Homes (# of Beds)

A 1 - 19
 B 20 - 99
 C 100 - 249
 D 250 - 499
 E 500 +

Hotels/Motels (# of Rooms)

A 1 - 24
 B 25 - 49
 C 50 - 99
 D 100 - 299
 E 300 - 499
 F 500 - 999
 G 1000 +

Schools/Colleges (Enrollment)

A 1 - 299
 B 300 - 499
 C 500 - 999
 D 1,000 - 9,999
 E 10,000 +

U.S. BUSINESS FIELD DECODE SHEET

Restaurants (Cuisine Codes)

A	Bistro	P	Pizza
B	Brew Pub	Q	Swiss
C	Chinese	R	Middle Eastern
c	Russian	S	Spanish
D	Deli	T	Thai
d	Polish	U	Continental
E	Barbecue	V	Mexican
e	Burgers	W	Vietnamese
F	Indian	X	Bakery
f	Chicken	Y	Asian
G	Cajun	Z	Seafood
g	Fusion	0	Steak House
H	Soul Food	1	French
I	Italian	2	German
J	Japanese	3	American
K	Korean	4	Vegetarian
L	Caribbean	5	Jamaican
M	Irish	8	Hawaiian
N	Kosher	9	Greek

OFFICE SIZE (# of Professionals)

A	1 professional
B	2 professionals
C	3 professionals
D	4 professionals
E	5 - 9 professionals
F	10 or more professionals

FOREIGN PARENT INDICATOR

Y Indicates Parent Company is located outside of the United States.
Field blank if Parent Company is located within the United States.

PROFESSIONAL TITLE

CPA	Certified Public Accountant
DC	Doctor of Chiropractic Medicine
DDS	Doctor of Dental Surgery
DO	Doctor of Osteopathic Medicine
DPM	Doctor of Podiatry
DVM	Doctor of Veterinary Medicine
MD	Doctor of Medicine
OD	Doctor of Optometry
PE	Doctor of Engineering
PHD	Doctor of Philosophy

NUMBER OF PCS

A	0 to 1
B	2 to 9
C	10 to 29
D	30+

SQUARE FOOTAGE

A	1 - 2,499
B	2,500 - 9,999
C	10,000 - 39,999
D	40,000 +

ADDRESS TYPE

("Nixie" records only)

S	Location Address
M	Mailing Address
L	Landmark Address

MULTI-TENANT CODE

A	2 to 4
B	5 to 9
C	10 +

IMPORT/EXPORT CODE

E	Export Services Provided
I	Import Services Provided
B	Both Services Provided

CALL STATUS

A	No Answer
B	Busy Signal
C	Complete
E	Electronic Equipment
F	Foreign Language
M	Answering Machine
N	Refusal
P	Contact Name Only
R	Referral
S	Answering Service
W	Employee Size Only
X	Call Could Not Be Completed

TRANSACTION TYPE

D	Change in Address
N	Change in Company Name
P	Change in Phone Number
W	New to the Database (> 1 Year Old)
Y	True New Record (< 1 Year Old)

CHANGE IN BUSINESS SIZE

+	Growing business
-	Shrinking business

WHITE COLLAR INDICATOR

1	50% or More Employees are White Collar
0	Less than 50% of Employees are White Collar

WORK AT HOME INDICATOR

C	Indicates Work at Home Business Field blank if <u>not</u> a Work at Home Business
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GOVERNMENT SEGMENT CODE

5	Federal
6	State
7	County
8	Municipal

** CREDIT DISCLAIMER

Our Business Credit Score 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, barriers to entry, and government data. We recommend that these ratings be used primarily as a starting point and should not be the sole factor used in making a credit decision. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We are not a financial advisor and make no representations or warranties as to the accuracy, timeliness or completeness of the rating codes, and as such will not be responsible for any losses resulting from the use of this information. Furthermore, our liability, if any, will be limited to the initial cost of the credit rating fee paid by the purchaser.

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WARNING!! DO NOT USE THIS INFORMATION AFTER 6 MONTHS FROM PRODUCTION DATE

Our Business Database changes by over 70% in just one year. New companies start up, others go out of business, and many move or change their phone number. And key executive names can change even faster. Using this product after the Expiration Date may result in wasted time and effort, since much of the information will be out of date. Please call us for an updated product.