

# TESTIMONIAL

*Jim Mongenas speaks from experience...*



*“The Internet has taken us to the next level and surpassed all of our expectations.”*

## FAIRWAY MOTOR COMPANY

Market: Cincinnati, OH    Adult Population: 1,012,169  
Directories Published: 980,000

Cincinnati Bell Yellow Pages  
312 Plum Street, Suite 600  
Cincinnati, OH 45202

Dear Cincinnati Bell Yellow Pages:

We have been selling campers, recreational vehicles and accessories in the Amelia area for ten years. Six months ago, we started advertising on the Internet. The added exposure that we have acquired by launching our Web site has helped us reach a broader audience.

Recently, we closed a very large sale with a customer from an area we would never have reached by just being in the phone book. This one sale alone has proven that being on the Internet is a tremendous revenue generator.

The Internet has taken us to the next level and surpassed all of our expectations. I recommend advertising on the Internet to anyone who wants to reach a larger audience.

Sincerely,

Fairway Motor Company  
1361 W. Ohio Pike  
Amelia, OH 45102

*84% of Internet users rely on electronic media to search for information on products or services in order to make a purchase.\**

**Cincinnati Bell™ Yellow Pages** 

[www.CincinnatiBellYellowPages.com](http://www.CincinnatiBellYellowPages.com)

\*Source: Internet Trak, 1999