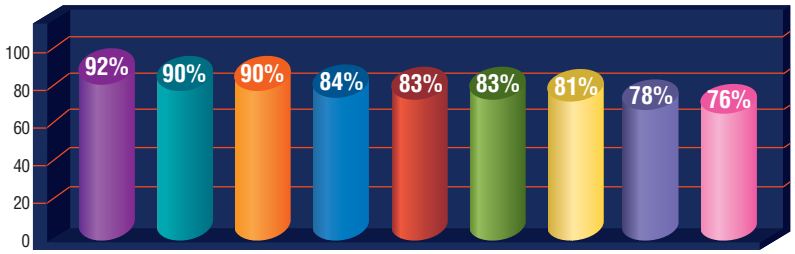
THE DOCUMENT COMPANY
XEROX®

Small Businesses Work Better With Color

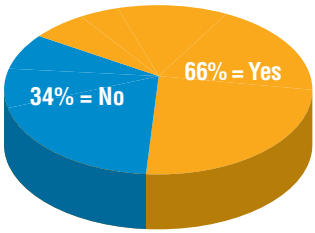
In a recent study of small businesses conducted by International Communications Research and Xerox, an overwhelming majority of respondents embrace the benefits of color. U.S.-based small businesses surveyed agreed that color does in fact have a positive effect on their business. The findings show that small business owners/managers believe that color documents have a strong ability to attract new customers, make companies appear larger, gain a competitive edge, increase memory retention and enhance creativity.

Benefits of Color Capabilities

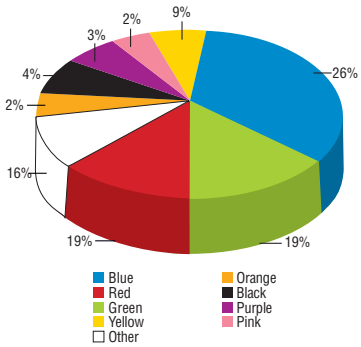


92% Believe color presents an image of impressive quality
90% Feel color can assist in attracting new customers
90% Believe customers remember presentations and documents better when color is used
84% Think greater consideration is given to color documents
83% Believe color makes them appear more successful
83% Feel color capabilities enhances employee creativity
81% Think color gives them a competitive edge
78% Report that color documents are easier to understand
76% Believe that the use of color makes their business appear larger to clients

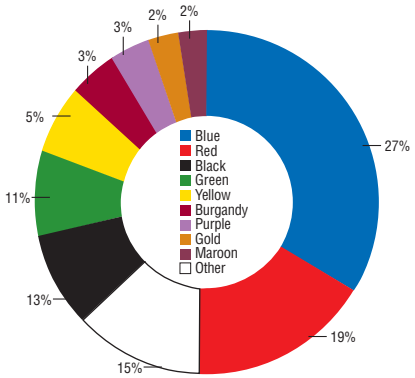
U.S.-based small businesses' ability to create color documents in-house



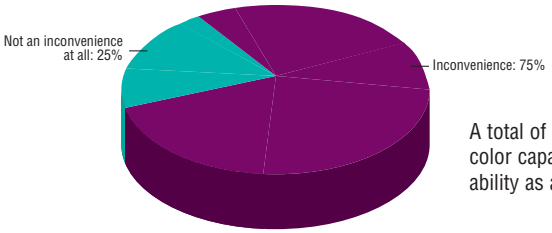
Color that best describes business over next 12 months



Most prominent color in company logo



Perceived inconvenience on not having in-house color capabilites



A total of 75% of companies with in-house color capabilites would view the lack of this ability as an inconvenience.

Conducted by Xerox Corporation and International Communications Research from February 19, 2003 to March 7, 2003, margin of error of +/- 3.1%.