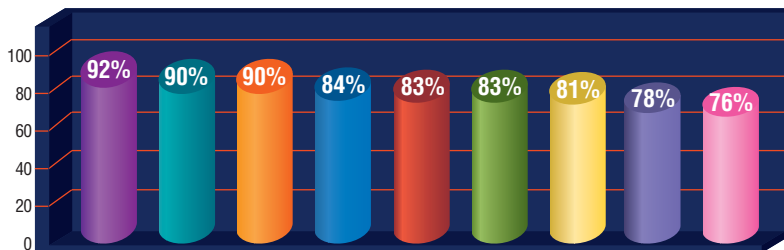


Small Businesses Work Better With Color

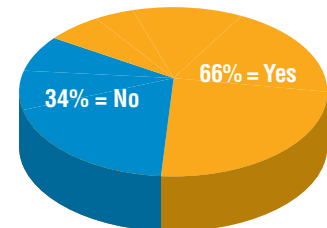
In a recent study of small businesses conducted by International Communications Research and Xerox, an overwhelming majority of respondents embrace the benefits of color. U.S.-based small businesses surveyed agreed that color does in fact have a positive effect on their business. The findings show that 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

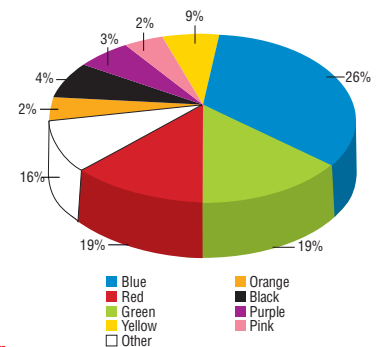


- 92% Believe color presents an image of impressive quality
- 90% Feel color can assist in attracting new customers
- 90% Believe customers remember presentations and documents better when color is used
- 84% Think greater consideration is given to color documents
- 83% Believe color makes them appear 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

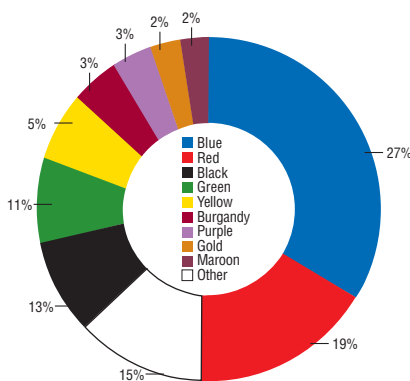
U.S.-based small businesses' ability to create color documents in-house



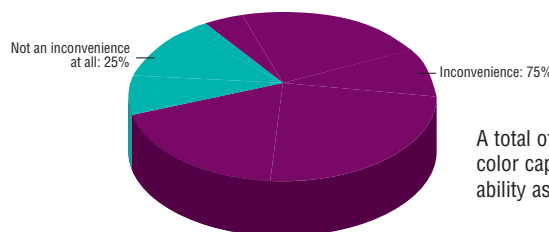
Color that best describes business over next 12 months



Most prominent color in company logo



Perceived inconvenience on not having in-house color capabilities



A total of 75% of companies with in-house color capabilities 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%.