

GAAP/nonGAAP Reconciliation

GAAP/non-GAAP Reconciliation

Notes to our Non-GAAP Financial Measure that Supplements a GAAP Financial Measure

The foregoing slide presentation of operating margin for Marketing Services for 2003, 2004 and 2005 is not prepared in accordance with U.S. generally accepted accounting principles ("GAAP"). This non-GAAP disclosure excludes certain items from the nearest equivalent GAAP presentations. We believe that a meaningful analysis of our financial performance requires an understanding of the factors underlying that performance and our judgments about the likelihood that particular factors will repeat. In some cases, short-term patterns and long-term trends may be obscured by unique large factors or one-time events. For example, events or trends in a particular business segment may be so significant as to obscure patterns and trends of our business in total. For this reason, we believe that investors may find it useful to see our Marketing Services operating margin, excluding the effects of the following items that were not a result of our core operations -- restructuring, asset impairment and related charges in 2003 and 2004 primarily related to our e-Marketing business.

This non-GAAP financial measure should not be construed as being more important than the comparable GAAP financial measure, nor should they be considered an alternative to operating margin, net income or operating income. It is presented because management believes this information provides (1) a more meaningful, consistent comparison of our underlying operational performance and trends for the periods presented, on a basis consistent with our chief decision makers' means of evaluating operating performance, including those related to staffing, future management priorities and how it will direct future operating expenses; and (2) additional information for investors to assess changes between periods that better reflect our ongoing operations and projected future growth rates.

GAAP non-GAAP Reconciliation

Reconciliation of Non-GAAP Financial Measure to the Corresponding GAAP Financial Measure

	2003	2004	2005
Marketing Services - operating margin - GAAP	6%	31%	34%
Restructuring, Asset impairment and related charges	12%	1%	0%
Marketing Services - operating margin, excluding asset			
impairment and related charges - non-GAAP	18%	32%	34%