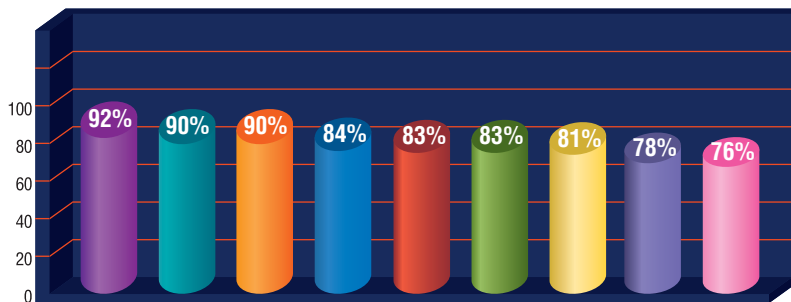


Small Businesses Work Better With Colour

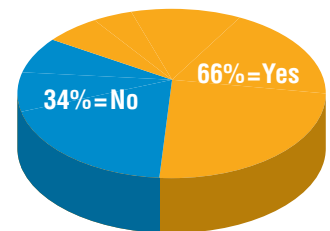
In a recent study of small businesses conducted by International Communications Research and Xerox, an overwhelming majority of respondents embrace the benefits of colour. U.S.-based small businesses surveyed agreed that colour does in fact have a positive effect on their business. The findings show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

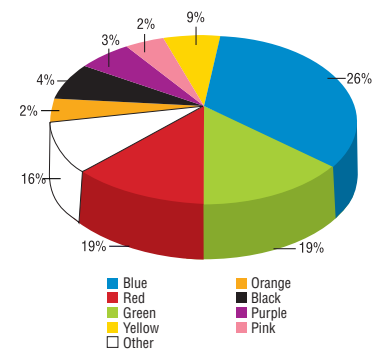


- 92%** Believe colour presents an image of impressive quality
- 90%** Feel colour can assist in attracting new customers
- 90%** Believe customers remember presentations and documents better when colour is used
- 84%** Think greater consideration is given to colour documents
- 83%** Believe colour makes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

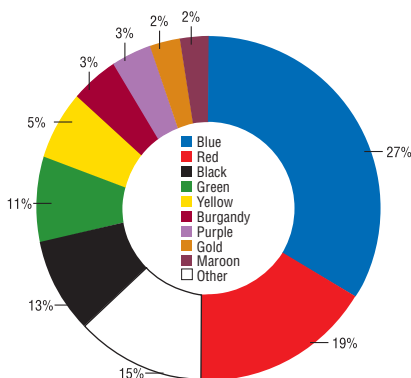
U.S.-based small businesses' ability to create colour documents in-house



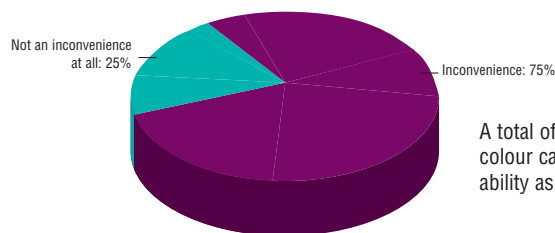
Colour that best describes business over next 12 months



Most prominent colour in company logo



Perceived inconvenience on not having in-house colour capabilities



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

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