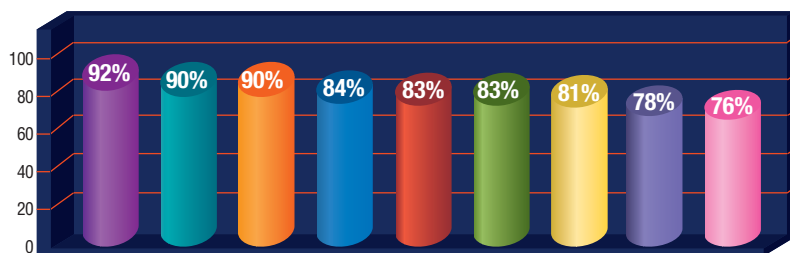


Small Businesses Work Better With Colour

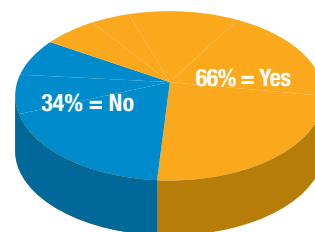
In a recent study of small businesses conducted by International Communications Research and Xerox, an overwhelming majority of respondents embrace the benefits of colour. The small businesses surveyed agreed that colour does in fact have a positive effect on their business. The findings show that small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

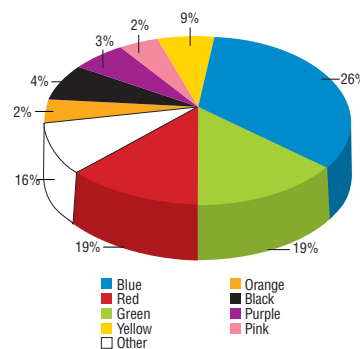


- 92%** Believe colour presents an image of impressive quality
- 90%** Feel colour can assist in attracting new customers
- 90%** Believe customers remember presentations and documents better when colour is used
- 84%** Think greater consideration is given to colour documents
- 83%** Believe color makes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

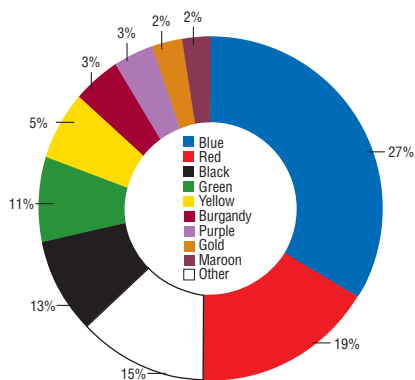
The small businesses' ability to create colour documents in-house



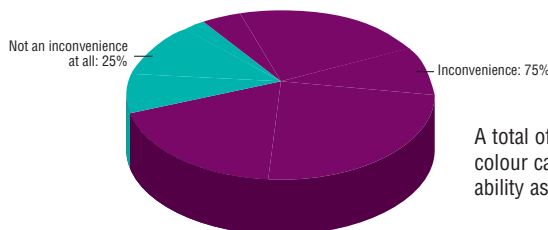
Colour that best describes business over next 12 months



Most prominent colour in company logo



Perceived inconvenience of 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 February 19, 2003 to March 7, 2003, margin of error of +/- 3.1%.