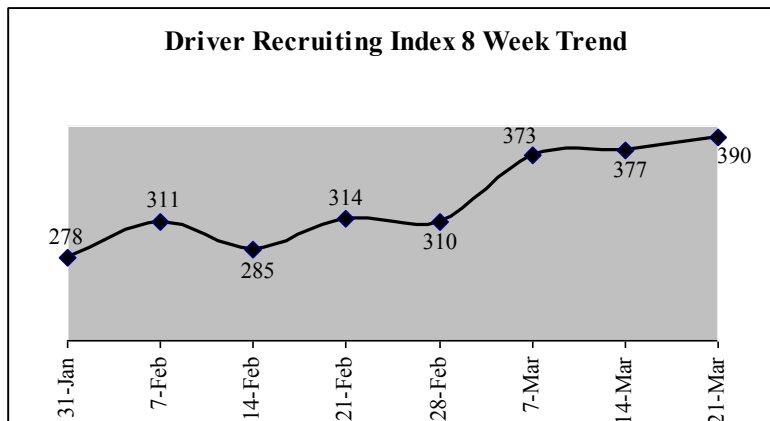
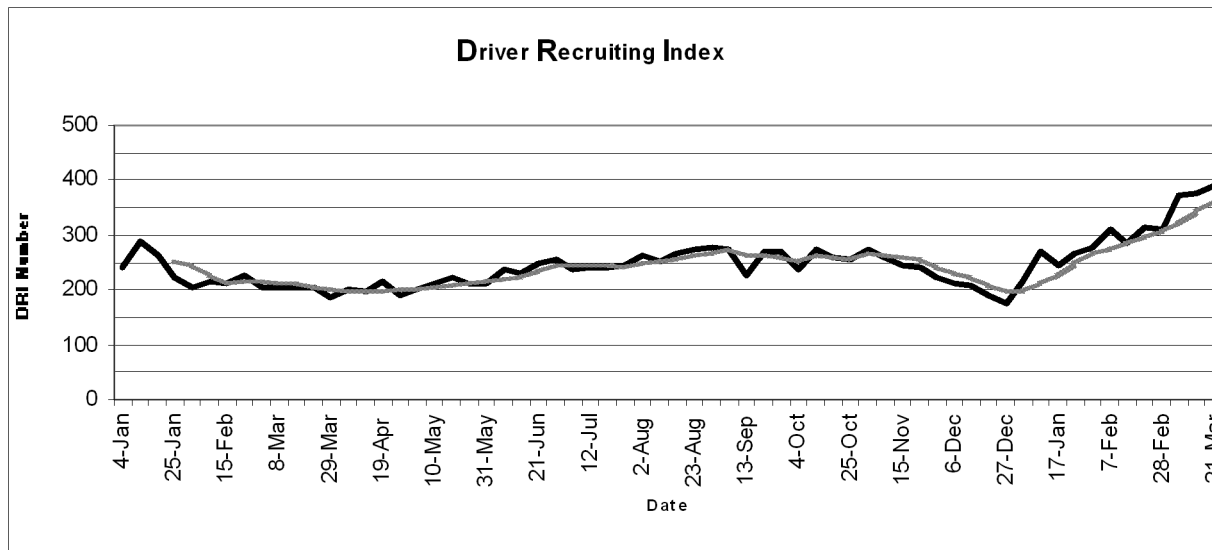


Access Advertising LLC

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ACCESS ADVERTISING'S DRIVER RECRUITING INDEX

Access Advertising has long been recognized as one of the nation's leading placement firms for truck-driver recruiting advertising. It has worked successfully with hundreds of trucking companies of all sizes, from Top 100 firms to companies whose fleets would fit in a large driveway. Every month, its *Driver Recruiter News* provides reprinted articles, features and editorials on topics of interest to drivers and recruiters. Now Access Advertising has created a simple economic index with which to keep a finger on the pulse of truck-driver employment.

The *Driver Recruiting Index* (DRI) tracks the weekly number of driver-recruiting ads in selected major-metropolitan newspapers in the United States. Access Advertising employees canvass the Sunday classified-advertising sections of 32 major-metropolitan newspapers whose locations are geographically dispersed across the U.S. The total number of driver-recruiting ads contained in those newspapers comprises the resulting index number.

In order to be counted, an ad need not be located in the "Drivers" or "Transportation" section of the classified ads; the entire classified section is canvassed. Keywords such as "CDL-A" need not be present, but it is this type of commercial driving that is being tracked. (Ads for taxicab drivers, for example, are not counted.) There must be an employment component in the ad in order for it to figure in the index. That is, there must be an offer of employment or (say, in the case of an advertisement for a driver-training school) a promise of placement assistance.

Although not the last word in economic indicators, we believe that the simplicity and consistency of the DRI recommend it as a useful weekly snapshot of economic conditions – particularly relating to employment – in the trucking industry. Its status as leading, lagging or coincident indicator will depend on the purpose with which it is consulted. (For example, employment itself is generally viewed as a lagging indicator of general economic conditions, and the DRI's direct focus is on employment.)

The DRI is another in the continuing series of products and services provided by Access Advertising to customers, prospective customers, friends and fellow participants in the world of trucking.