US Business REPORTER

The Digital Research Tool of Business.

Institutional Site Licensing

Version 3.0

User Guide

www.usbrn.com

Table of Contents

SITE DESIGN AND NAVIGATION

U.S. Business Reporter Home Page Features.

The Table of Contents link opens the main sections of the database

A special link for technical support service
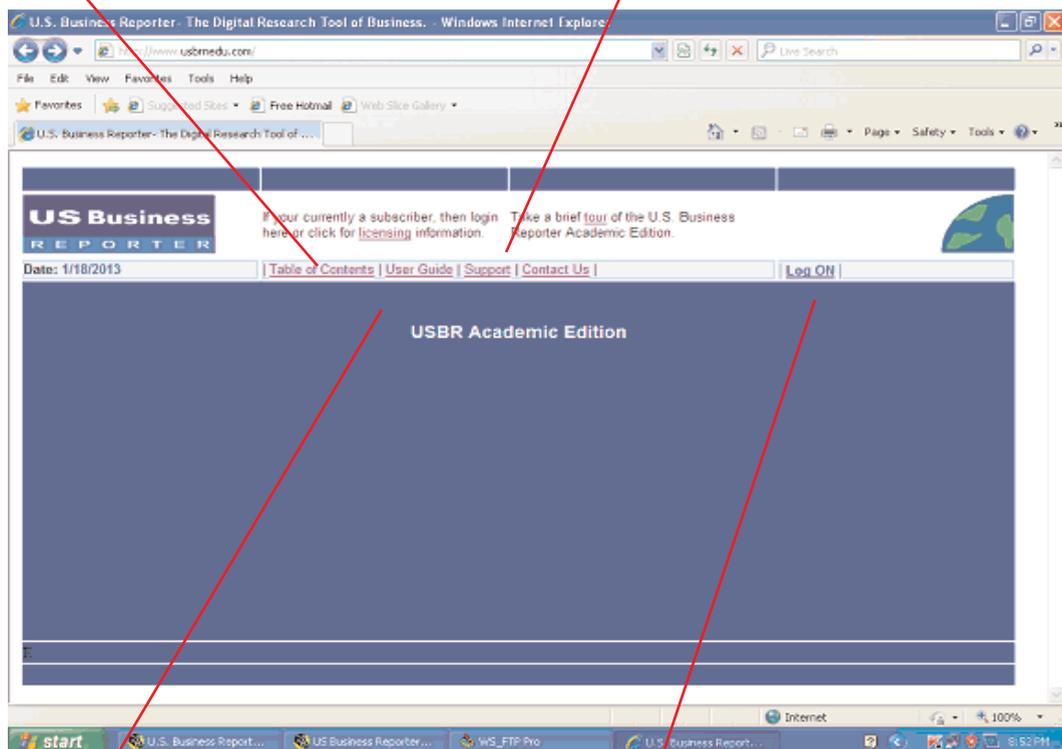
online user guide

The link to access the extranet for account access for librarians.

SITE DESIGN AND NAVIGATION.

Table of Contents Orientation and Features.

Extranet, contact information, etc. information

Search Engine

U.S. Business Reporter is organized into 9 major areas of business for instant access to high -level business information.

Quick links to all reports in the database

Business Learning Center

CORPORATE RESEARCH SECTION.

Main Content Features...
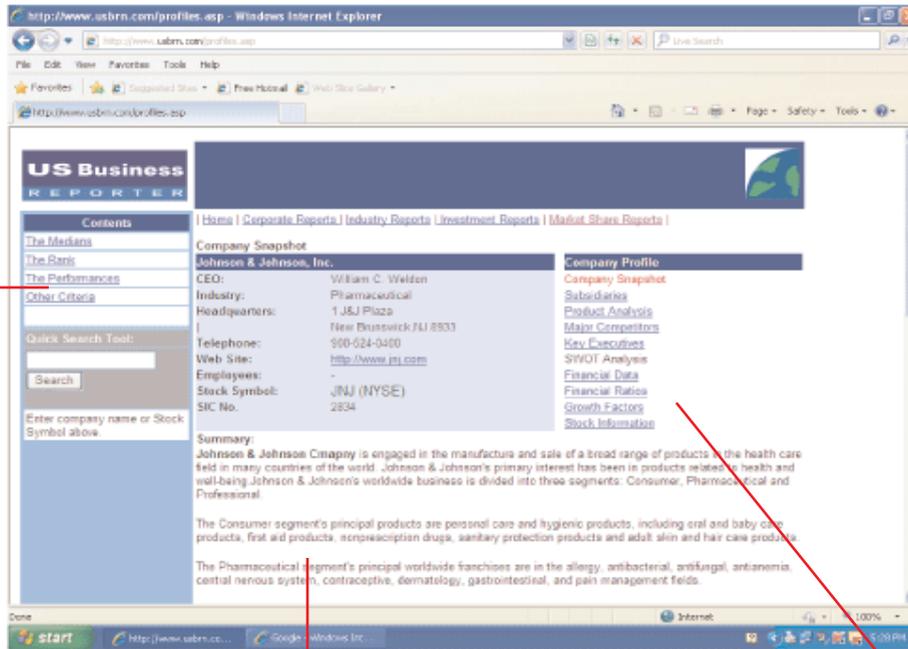
Description of the company.

Company Peer Group Financial comparisons

Key links to company information including products, brands, executives,financial data, competitors, and SWOT Analysis

Filter companies automatically with pre-queries...

INDUSTRY RESEARCH SECTION.

Main Content Features...

(1) The industry report section can be accessed from the links on the main home page **or** from the drop down list box on the home page.

Find all related industry information from this section.

Industries Report Main Page:

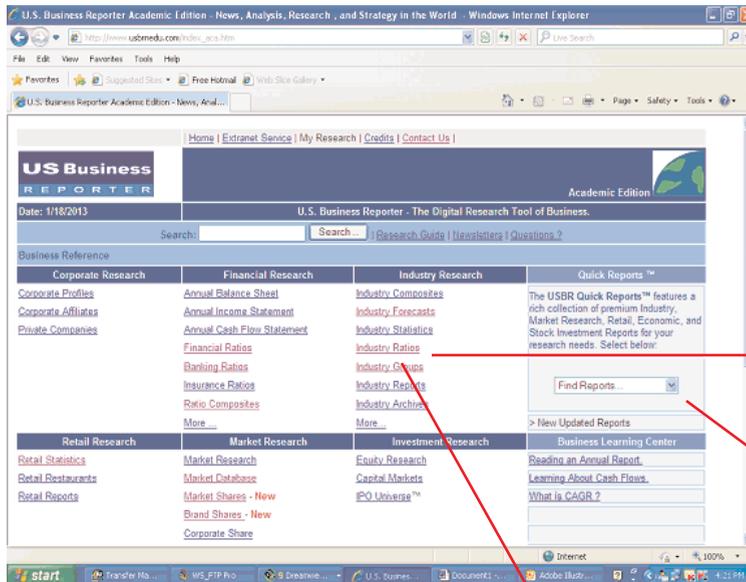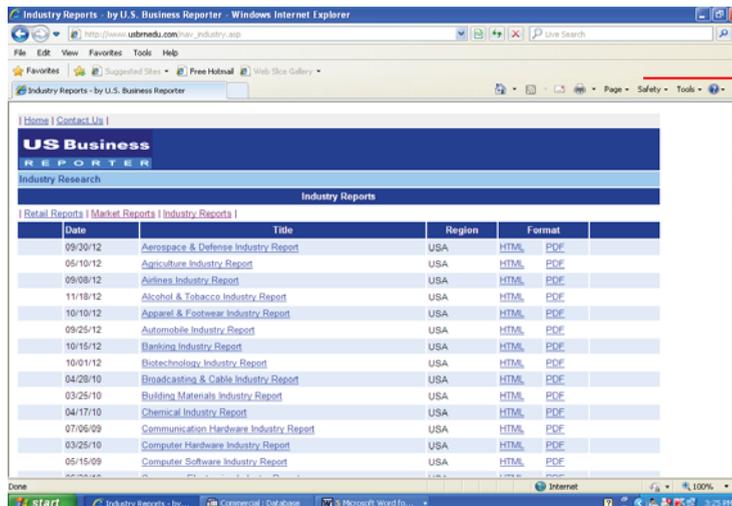(2) Clicking the link or using the drop-down box from above will display all current industry reports in our document database.

U.S. Business Reporter's premium industry research available in the "**Industry Research** "section above includes industry statistics, industry composites, industry ratios, and archives which is accessible from a single link.

MARKET RESEARCH SECTION.

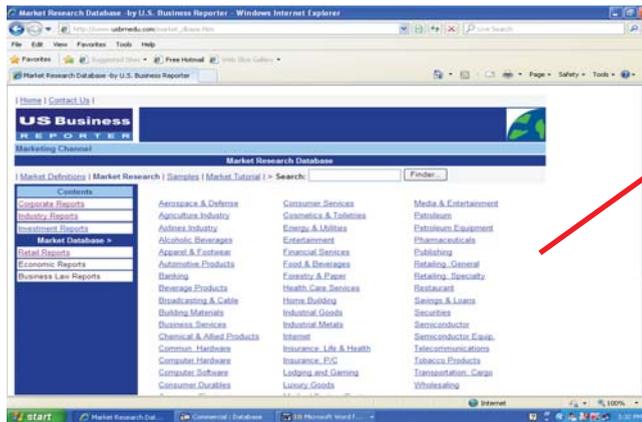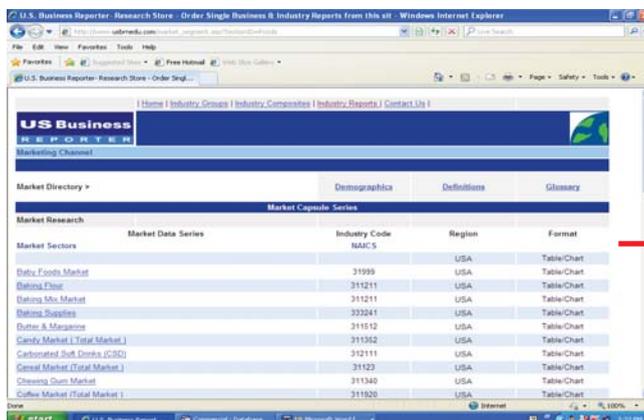The market research database features market and statistics on specific industries, markets, and product groups within a specific industry sector.

Selecting an industry link will open an additional screen below which lists all market sectors within the industry.

The market research database is accessible from the "Market Research Database" link on the table of contents page. The market research databse is designed to rapidly find market data and statistics on a specific sector.

MARKET RESEARCH SECTION   - Continued-

A user that clicks a market sector link will then display multiple links such as historical market values, growth and expansion rates, forecasts, market definitions, and market glossary.
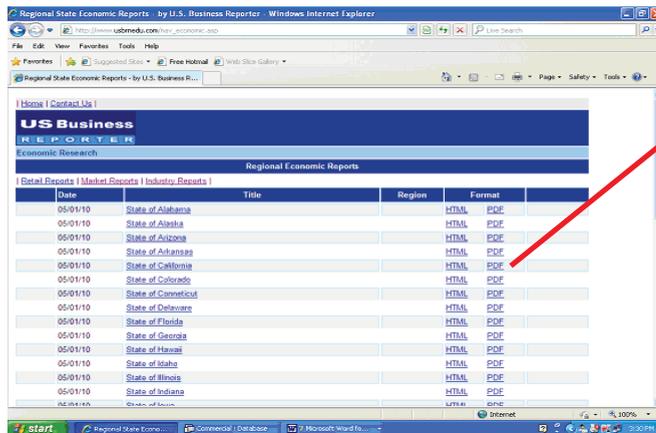
Market Research Reports

Market Research Reports are found on the main index page under the caption "Market Research". A user can choose to view market research reports either in HTML or PDF Formats.

ECONOMIC RESEARCH SECTION.

The economics report screen allows a user to easily view reports in either HTML or PDF versions.

The economics report screen displays all 50 states or metropolitan areas on one screen which can be organized by date or in alphabetical order.

The list box navigation directory allows a user to quickly switch to different reports.
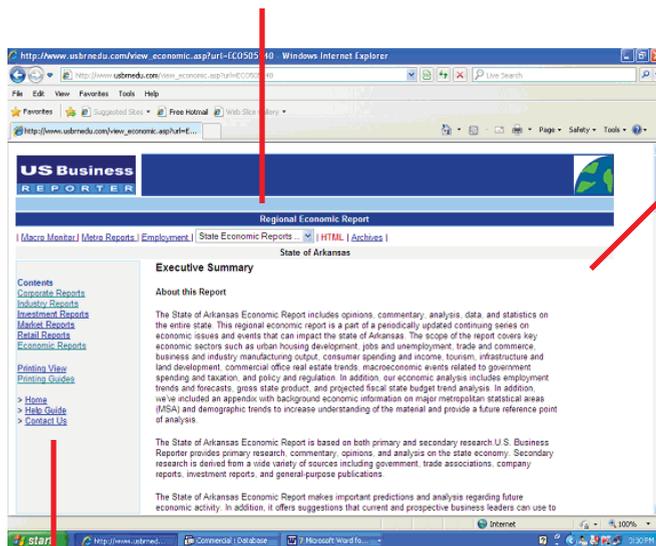
Clicking a report link above opens a screen that displays the report in HTML format.

The side bare navigation tools allows a user to switch to other report areas within the database.

STOCK RESEARCH SECTION.
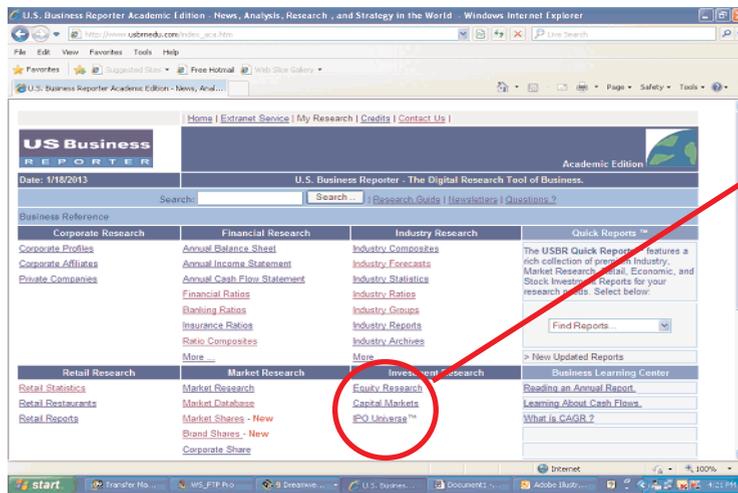
All **stock research** information access points can be found on the index page of the site.
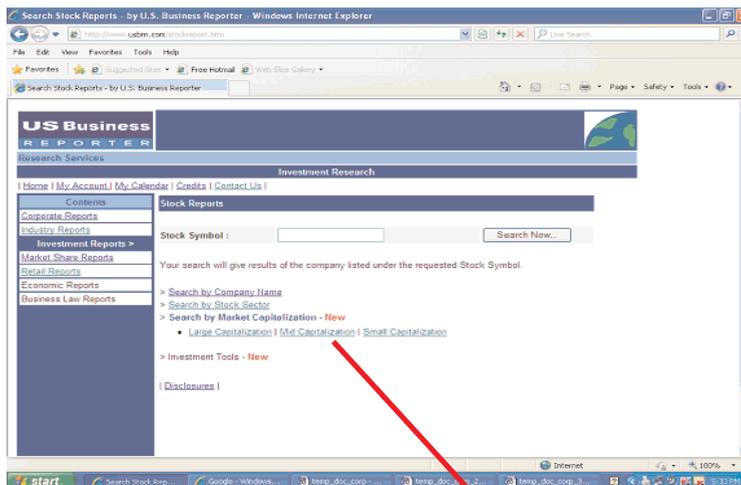
The stock reports page allows users to choose a number of "pre-query" searches and filters. A user can choose to search by market capitalization size, industry sector, or through customizable investment criteria using the investment tools.

Using the Keyword Search Tool.

The **Keyword Search** tool is only available at the top of the table of contents page. The search box enables you to retrieve a wide variety of data elements that contain a specific item of text. Enter a keyword in the text box and click the "**SEARCH**" button at the right. A list of search results will be automatically sorted by relevance.
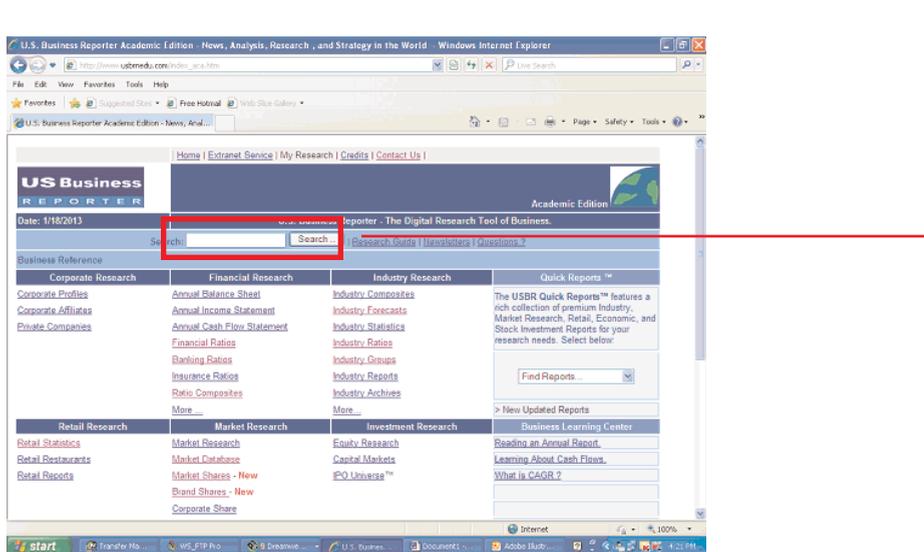
U.S. Business Reporter is designed to allow users to spend more time on viewing and analysis rather than on searching and finding. Therefore, many of the links are "**Pre-Queries**" which anticipate how a user will view the information on screen. Therefore, often you could probably go directly to the links on the index page to find your exact needs instead of using the **Keyword Search Tool** which may not always provide relevant information.
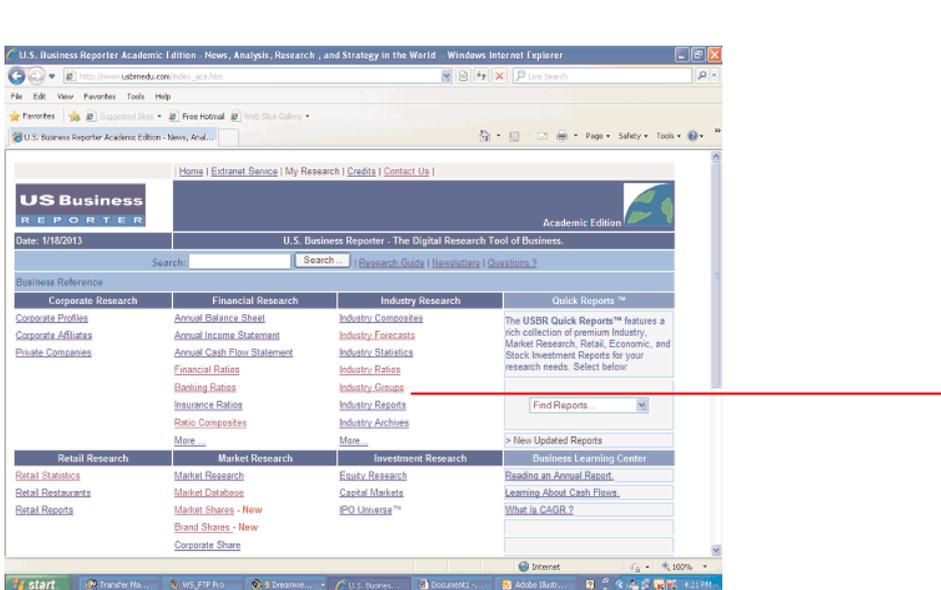
Web Screen Advanced Search Tool.

The **Web Screen** advanced search tool is designed to perform customizable advanced searches with specific relevance.

You can use the Web Screen tool to identify a list of companies, financials, stocks, that meet a certain criteria.

The web screen tool can be found on the Table of Contents page within the sidebar under "Web Screen"
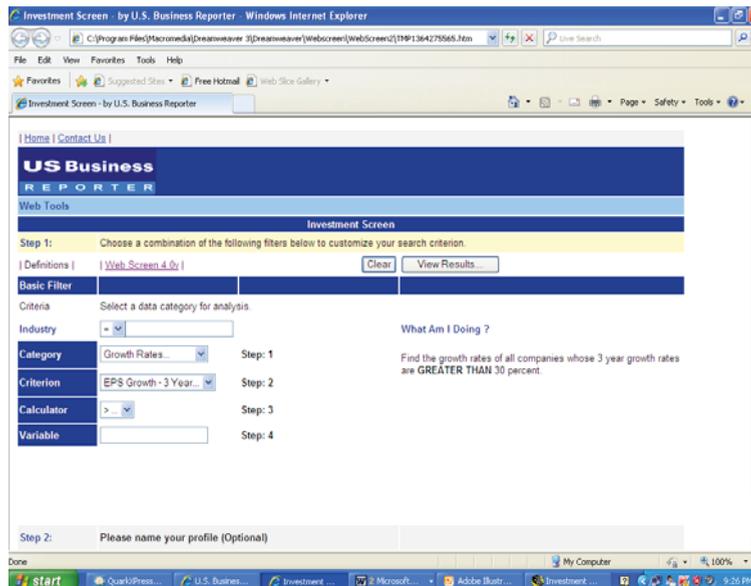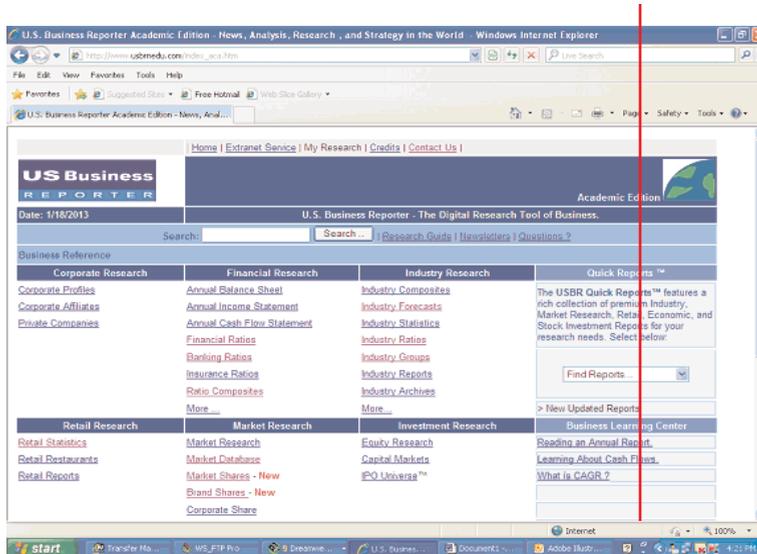
When the Web Screen tool appears , use the drop down menus and input boxes to set your parameters . Click the '**SEARCH**" button to run your advanced search.

MY RESEARCH.

My Research is a simple yet powerful search function that allows users to customize their experiences using U.S. Business Reporter.

The feature can be found at the top of the index page under "**My Research**" or under the Web Tools function in the right column of the index page.
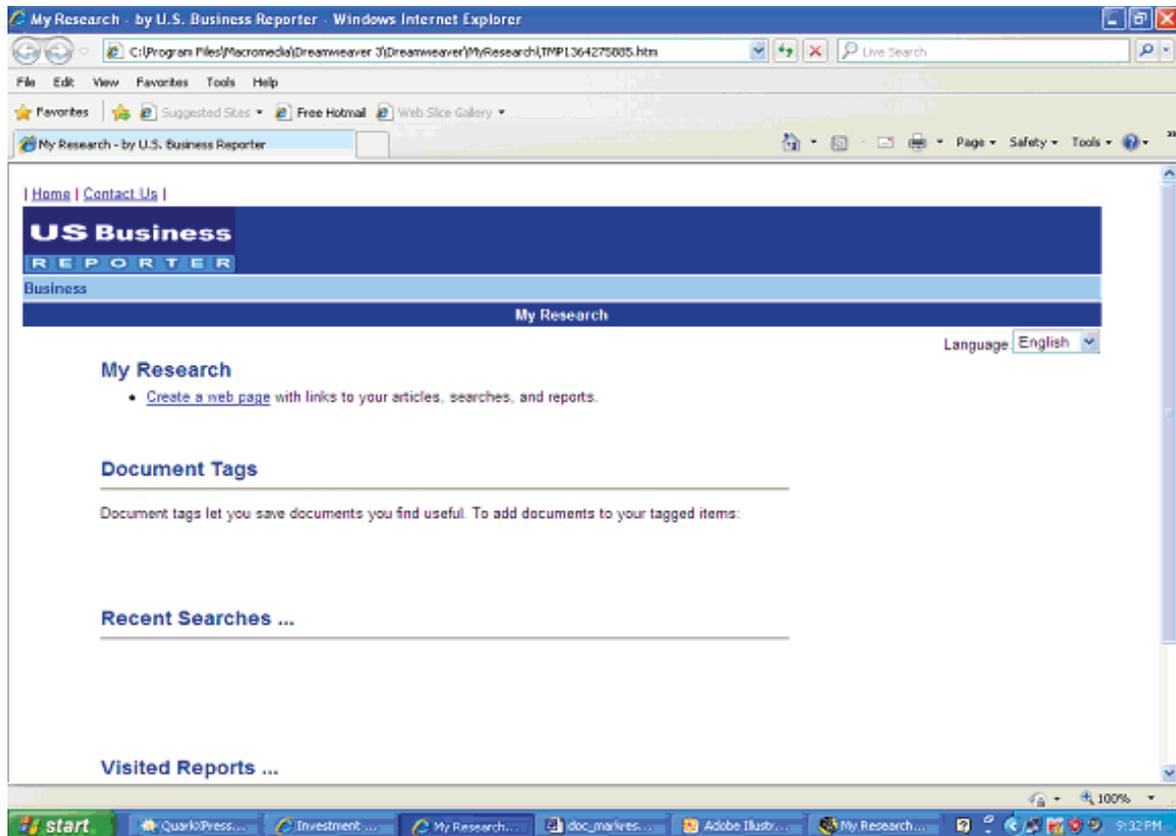
MY RESEARCH - Continued

To use My Research, user must register and log into to the My Research pages.

My Research allows users to find the information they research from past sessions quickly and efficiently through their UserID and Password credentials.

Users can log in at the top of the Index page under the "My RESEARCH " link.

ARCHIVE

U.S. Business Reporter maintains an archive of **Industry Reports** which can be obtained from the home page under the industry section called "Industry Archives". Clicking the link opens links to a specific archives forthat industry.
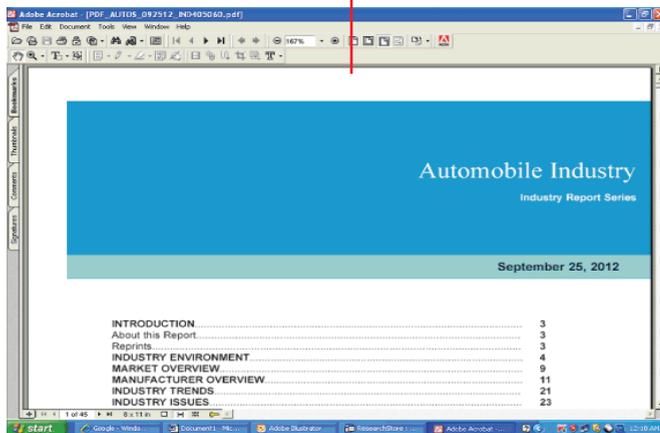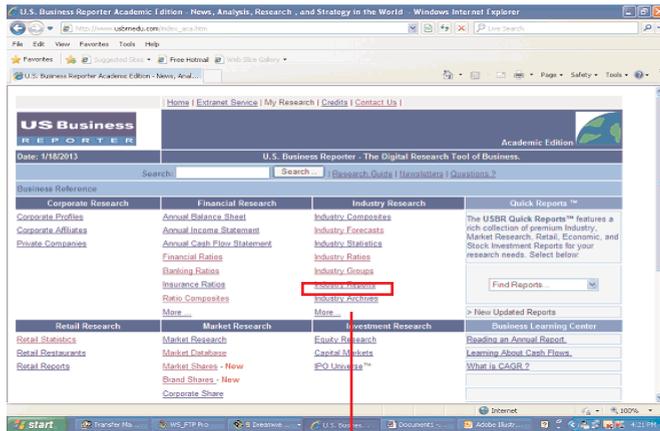
EXPORTING DATA

U.S. Business Reporter allows you to export selected company information in to Microsoft Excel spreadsheet software program. You have two ways: one from the Webscreen tool and the other from links on the home page.
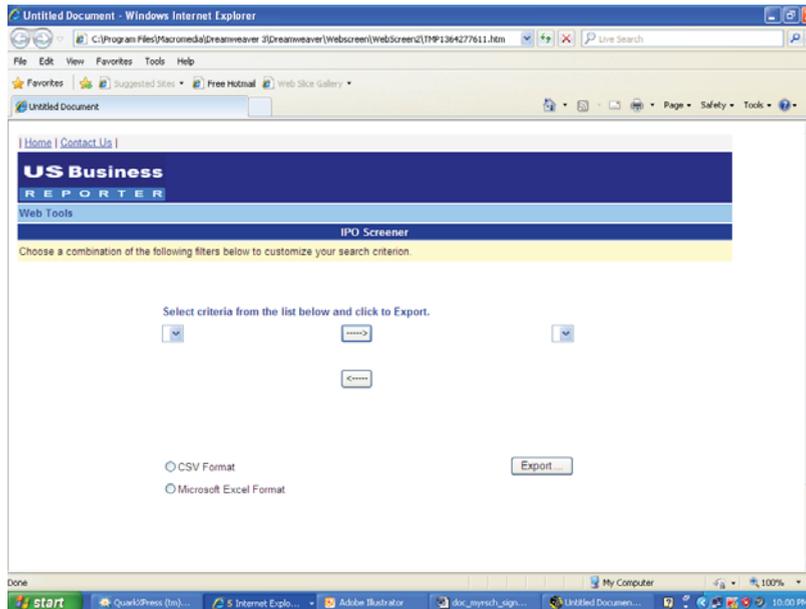
Step1:
To export data, go to the web tools section on the index page in the web site.
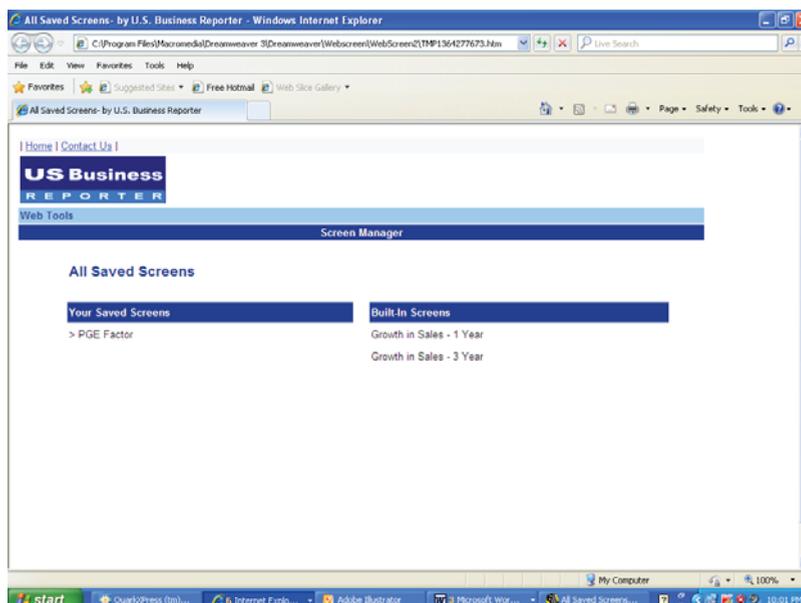
Step 2: From the results screen, select the companies or stocks that you would like to include in your export set and then click on the "Export" link:

EXPORTING DATA   **- Continued -**

Step 3: A pop up window will ask you whether you wish to View or Save the resulting file. If this is on a public computer , you should insert a diskette and choose "Save" to your computer diskette. You should also give the download information a file name to reference the data.

Note: You should always create a Microsoft Excel file name first before any downloading data procedures begin so that Microsoft Excel knows exactly where to download the data in your computer.

Step 4: Data is now exported to Microsoft Excel.

KEY CONTACTS AND ADDITIONAL HELP RESOURCES

> For more information on U.S. Business Reporter, go to the home page of the site and choose the **"SUPPORT"** link for technical support questions and answers.

If you are a library adminstrator, you can log onto our Extranet on the home page and choose the **"LOG ON"** link. You must have access privleges to use the extranet service. You can review account information, licenses, web statistics, and much more.
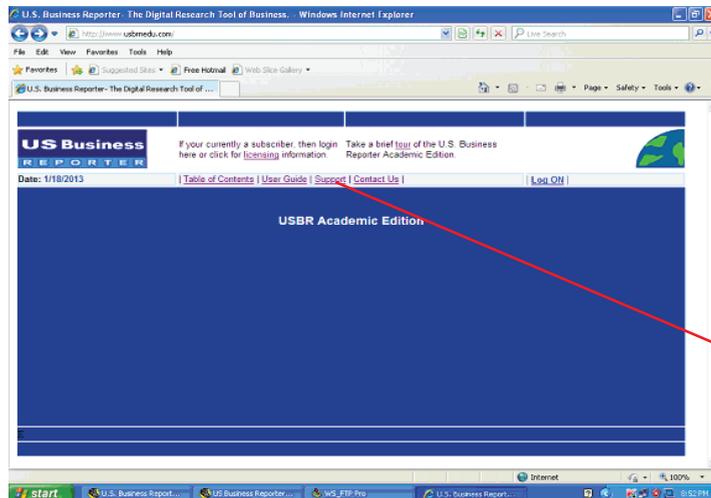
Library personnel may also contact our Customer Service Center at: **(800) 206-6831** between the hours of 8am and 5 pm PST or e-mail us at: **csupport@usbrn.com**

Technical Support Page Link ...