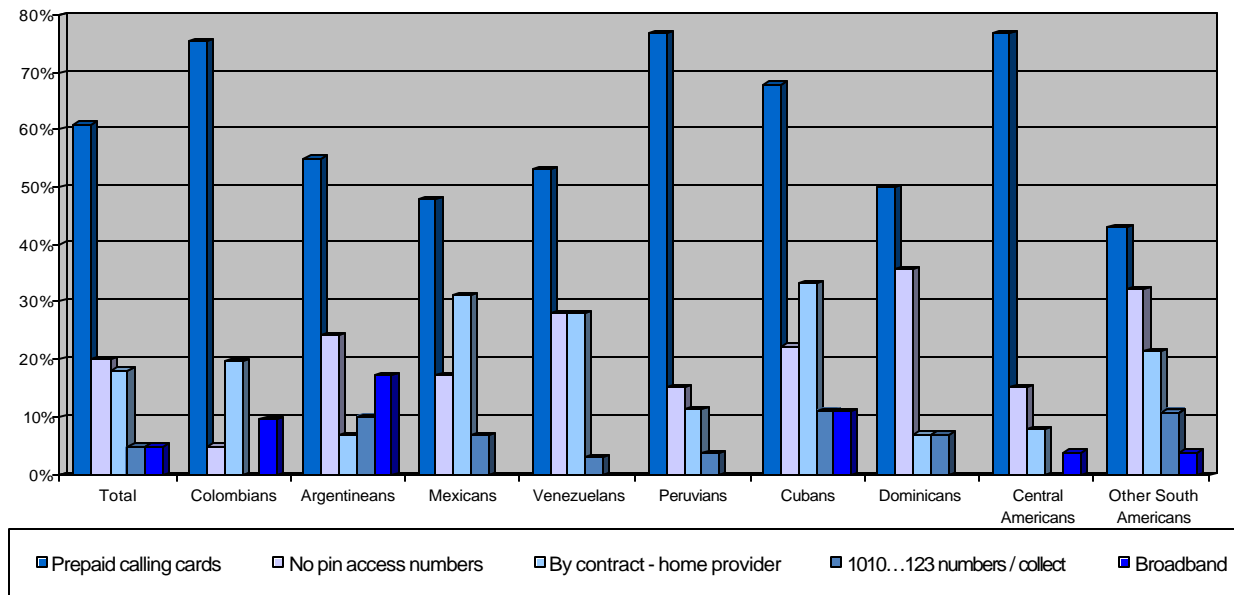


Prepaid Callings Cards is the preferred means of calling the home country by South Florida's Hispanics

International calling options used by heavy users (calling every two weeks and more often)



Source: Latin Review 2006 - StatmarkGroup

Findings from our publication **Latin Review 2006**, conducted through personal interviews among first generation of Hispanic immigrants to South Florida, revealed that 60% of South Florida Hispanic international long distance callers surveyed use prepaid calling cards. The incidence varies across national backgrounds: Colombians, Peruvians and Central Americans concentrate the highest proportion of users (75%). Cubans (33%), Mexicans (31%) and Venezuelans (28%) score the highest in home provider for international long distance communication usage. Broadband and 1010 123 services have the lowest penetration.

