



Phoenix Newspapers, Inc.

Arizona Central: Quick Fact Sheet

• What is Arizona Central (on America Online)?

Arizona Central is a computer online information service on America Online developed by Phoenix Newspapers, Inc. With your computer and a modem, you can access information on virtually any topic or communicate with special guests, celebrities or people of similar interests. Arizona Central also has other online products on the internet at our homepage.

• How do I get Arizona Central?

If you have a computer and a modem, we can send you a FREE membership kit, courtesy of America Online. This software provides you with 15 FREE hours of the America Online service, as a FREE trial. With this time, you can choose to view and copy information from an expanded list of local, national and international resources, like your favorite magazines, television networks, record companies and more! And you can chat live with other users, guests, celebrities and hosts from across the nation and around the world! After the free trial, America Online costs \$9.95 per month for five hours, with additional hours costing \$2.50 each.

• What kind of computer equipment do I need?

You must have an IBM, IBM Compatible or Macintosh computer; either an internal or external modem and America Online software—which is available free with a 15 hour free trial courtesy of Arizona Central.

• How do I order software?:

Call Arizona Central, toll free at 1-800-842-3993 and they will be happy to send this software to you, free of charge.

• What about computer or software problems?

For any technical problem or complaint, we ask that you contact America Online's Technical Assistance department, toll-free at 1-800-827-3338.

• Where can I send comments on Arizona Central?

• Where Can I send a complaint about Arizona Central?

• Where can I send an idea for Arizona Central?

• If you are interested in communicating with members of the Arizona Central staff, please send your comments via e-mail or call:

Jeff Unger: junger@PNI.com or call 271-8634

Dan Hontz: dhontz@PNI.com or call 271-8645

Howard Finberg: hfinberg@PNI.com or call 271-8248

• How do I find Arizona Central online?

On the Internet's World Wide Web: just type in the address, in the **URL box** at the top of your browser screen <http://www.azcentral.com> and hit return or enter.

On America Online: Type the keyword: arizona central. Keywords can be found using the **go to** pull down menu at the top of your screen. Scroll down to the keyword pull down menu and type in the words **arizona central** and hit return or enter.

What is the America Online Free Membership Kit offer?:

1. Free America Online installation software.
2. 15 Free hours of the America Online Service.
3. After one month from installation, regular America Online rates and charges apply. Arizona Central is one of many services provided by America Online.

If the caller is asking for more technical information than what's listed here please refer them to these telephone numbers:

PressLine's Arizona Central Infoline has recorded messages to frequently asked questions: 271-5656 code 4499
America Online's toll free Technical Service department for live phone help: 1-800-827-3338.



WEB TRAVELER'S GUIDE

Arizona Central is taking shape on the Internet's World Wide Web. The service was created by Phoenix Newspapers, publishers of The Arizona Republic, The Phoenix Gazette and the Arizona Business Gazette.

Q. What is the World Wide Web?

A. Although the World Wide Web is not the whole of the Internet, it brings all the best features of the Internet together. The Web gives users a graphical, magazine-style interface to the Internet. From informational sites to entertainment sites, the Web holds something for everyone.

Q. What is a Web browser?

A. A Web browser is a piece of software, much like a word processor or spreadsheet, that allows you to navigate the World Wide Web.

Q. Why go to the Web for information?

A. The World Wide Web is a very dynamic place. Information on the Web is constantly changing. The Web is a great place for timely, up-to-date information.

Q. How do I find information on the Web?

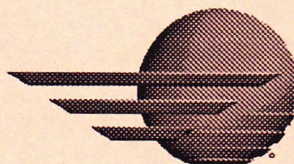
A. Each location on the Web has an address, much like the address that identifies a house. With a Web browser, you may enter the address of the site you would like to visit. Arizona Central's Web address is: **<http://www.azcentral.com>**. The 'http://' tells your browser the type of address, while the 'www.azcentral.com' allows your browser to find our location on the Web.

Q. So, how do I get started on the World Wide Web?

A. Getting started on the Web is much easier than you may think! All of the major online services, such as America Online, now provide their subscribers with access to the Web. The procedures vary from service to service, so you may want to visit your service's Help area for assistance. If you are not a subscriber to one of these services, you may obtain access to the Web through a local Internet provider. Check the 'Computers' section of your yellow pages for providers in your area.

For more information about Arizona Central, please contact Dan Hontz at (602) 271-8645 or at dhontz@pni.com.

<http://www.azcentral.com>



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