

## Week After Cyber Monday Brings Slight Lull in E-Commerce Sales Growth

### ALTHOUGH TUESDAY, DECEMBER 9 RECORDED \$887 MILLION IN SALES, THE HEAVIEST DAY ON RECORD

RESTON, Va., Dec 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today reported its tracking of holiday season retail e-commerce spending for the first 42 days of the November -- December 2008 holiday season. For the holiday season through December 12, \$19.44 billion has been spent online, essentially the same level compared to the corresponding days last year. For the twelve days beginning with December 1 (Cyber Monday), the kick-off to the heaviest part of the online shopping season, sales totaled \$8.26 billion, up 3 percent versus year ago. However, the most recent work week (December 8-12) saw e-commerce sales decline by a marginal 1 percent, although December 9 emerged as the highest online spending day on record.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

2008 Holiday Season To Date vs. Corresponding Days\* in 2007

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

Holiday Season to Date	Millions (\$)		
	2007	2008	Pct Change
November 1 - December 12	\$19,487	\$19,438	0%
Dec .1 (Cyber Monday) - Dec. 12	\$8,003	\$8,258	3%
Dec. 8 - Dec. 12	\$3,863	\$3,810	-1%

\*Corresponding days based on equivalent shopping days relative to Thanksgiving (October 27 - December 7, 2007)

"After a very strong first week of December, e-commerce sales growth slowed somewhat during the most recent week," said comScore chairman Gian Fulgoni. "However, the week still managed to see a few particularly strong spending days, with sales of \$887 million on Tuesday, December 9 surpassing Green Monday last year (December 10, 2007) as the heaviest online spending day on record. With Christmas now fast approaching, look for online retailers to continue to offer enticing last-minute deals, including discounts on expedited shipping, to spur a final wave of spending. In fact, some retailers are even willing to offer free shipping as late as December 18 this year with a guarantee that the shipment will arrive by Christmas Eve. It will be interesting to see the impact that this offer has in terms of pulling additional spending from retail stores to the online channel."

#### Top Performing Retail Categories Since Cyber Monday

The fastest growing product categories during the period from December 1 through December 12 were Apparel & Accessories (up 21 percent), Books & Magazines (up 18 percent), and Flowers, Greetings & Gift (up 18 percent). Apparel & Accessories, the second largest online retail category by dollar sales, has seen sales growth as a result of aggressive discounting and unseasonably cold weather across many parts of the country. Following a strong week of Cyber Monday that was driven by large discounts on products such as flat screen TVs, sales of consumer electronics have slowed in the most recent week. The softest retail categories include Music, Movies & Videos (down 25 percent) and Office Supplies (down 33 percent).

Growth in Dollar Sales of Retail E-Commerce Categories Since Cyber Monday

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

Dec. 1 - Dec. 12, 2008 vs. Corresponding Shopping Days in 2007

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

Retail Category	Y/Y Percent Change in Category Sales
Apparel & Accessories	21%
Books & Magazines	18%
Flowers, Greetings & Gifts	18%
Sport & Fitness	15%
Video Games, Consoles & Accessories	9%
Computer Hardware	4%
Toys	3%
Consumer Electronics	0%
Jewelry & Watches	-4%
Event Tickets	-5%
Home, Garden & Furniture	-7%
Music, Movies & Videos	-25%
Office Supplies	-33%

comScore's Summary of 2008 Holiday Online Retail Spending  
by Key Time Period

Online Non-Travel (Retail) Holiday Consumer Spending

Excludes Auctions and Large Corporate Purchases

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

	Millions (\$)		Pct Change
	2007	2008	
January - October	\$93,551	\$102,144	9%
comScore Holiday Season			
Forecast (Nov-Dec)	\$29,169	\$29,200**	0%**
November 27 (Thanksgiving Day)*	\$273	\$288	6%
November 28 (Black Friday)*	\$531	\$534	1%
December 1 (Cyber Monday)*	\$733	\$846	15%

\* Versus Corresponding Shopping Day in 2007 Relative to Thanksgiving

\*\*Forecast

#### About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit <http://www.comscore.com/companyinfo>.

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