

2006 Consumer Online Spending Off to a Strong Start

Online Non-Travel Up 33 Percent during First Three Weeks of January versus 2005

RESTON, VA, January 22, 2006 - comScore Networks today released year-to-date consumer spending figures, which showed that online non-travel spending is up 33 percent for the first three weeks in January 2006 versus corresponding days in 2005. Online non-travel spending during this time period (January 1 - 20, 2006) totaled \$5.5 billion, representing a 33-percent increase over the \$4.1 billion posted during the corresponding period in 2005. Online travel spending generated an additional \$3.5 billion during the first three weeks of 2006, up 8 percent versus corresponding days in 2005.

The growth in 2006 online consumer spending follows a year of solid gains. Total online spending for the full year 2005, including travel, reached \$143.2 billion, up 22 percent over 2004. Online non-travel spending in 2005 accounted for \$82.3 billion, an increase of 24 percent over 2004 levels.

Online Consumer Spending (\$ Billions)			
Year-to-date 2006 vs. Corresponding Days in 2005			
Excludes Auctions and Large Corporate Purchases			
Source: comScore Networks			
	2005	2006	Percentage Change 2006 vs. 2005
<u>Year-to-date (Jan. 1 - 20)*</u>			
Non-Travel (Retail)	\$4.1	\$5.5	33%
Travel	\$3.2	\$3.5	8%
Total	\$7.4	\$9.0	22%

* Versus corresponding days in 2005

"The 2006 year opened on a strong note, with solid growth of 33 percent in online non-travel sales versus the same period in 2005" said Gian Fulgoni, chairman of comScore Networks. "It's clear based on what we're seeing so far in 2006 that the strength in online sales will not wane anytime soon."

Fastest Growing Product Categories

An analysis of sales growth for select product categories revealed that Event Tickets was one of the fastest growing categories

in January, surging 50 percent above corresponding days in 2005 to \$193.3 million. Consumer Electronics were also up strongly, with sales for the first three weeks of January rising 43 percent above corresponding days last year to \$271.5 million.

As the traditional post-holiday battle of the bulge kicked in this month, consumers also spent on fitness-related items, with sales in the Sports & Fitness category reaching \$72.6 million, up 41 percent versus last year. Continuing the momentum seen during the 2005 holiday season, online sales of Apparel and Accessories continued at a brisk pace, rising 38 percent above last year to \$727.3 million.

Sales Growth for Selected Product Categories Year-to-Date (Jan. 1 - 20, 2006) Versus Corresponding Days in 2005 Non- Travel Online Consumer Spending		
Excludes Auctions and Large Corporate Purchases		
Source: comScore Networks		
	Year-to- Date 2006 (in millions)	Percentage Change versus 2005
Event Tickets	\$193.3	50%
Consumer Electronics (excluding PC Peripherals)	\$271.5	43%
Sports & Fitness	\$72.6	41%
Apparel & Accessories	\$727.3	38%

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Orbitz. For more information, please visit www.comscore.com.

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