

U.S. Non-Travel E-Commerce Spending By Consumers Increased 23 Percent in Q3 2006 Versus Year Ago, According To comScore Networks

Online Travel Spending Rises 9 Percent; Total Online Consumer Spending on Track to Reach \$170 Billion in 2006

RESTON, Va., October 26, 2006 - comScore Networks, a leader in measuring the digital age, today reported its U.S. e-commerce sales estimates for the third quarter of 2006 and forecast for the entire year. In the third quarter, online non-travel ("retail") spending increased to \$23.1 billion (up 23 percent), while travel spending - despite a slowing growth rate - nonetheless reached \$18.2 billion (up 9 percent). Overall, total online spending by consumers reached \$41.3 billion in the third quarter, representing a 16-percent increase versus the same period in 2005.

comScore U.S. Online Consumer Spending (Billions)

Excludes Auctions and Large Corporate Purchases

Q3 2006 vs. Q3 2005

Source: comScore Networks

E-commerce Spending	Q3 (Jul - Sep)		Percent Change
	2005	2006	
Non-Travel	\$18.8	\$23.1	23%
Travel	\$16.8	\$18.2	9%
Total	\$35.6	\$41.3	16%

While total non-travel spending rose 23 percent, some retail categories far outperformed the average, including Consumer Electronics (excluding PC Peripherals), which rose 42 percent and Apparel & Accessories, up 32 percent versus the same quarter last year. The Sport & Fitness and Computer Software (excluding PC games) categories rose 29 percent and 27 percent, respectively.

Sales Growth for Select Retail Product Categories

Q3 2006 vs. Q3 2005

U.S. Non-Travel Online Consumer Spending

Excludes Auctions and Large Corporate Purchases

Source: comScore Networks

Retail Category	Percent Change
Consumer Electronics (Excl. PC Peripherals)	42%
Apparel & Accessories	32%
Sport & Fitness	29%
Computer Software (Excl. PC Games)	27%
Event Tickets	22%

Year-to-Date Online Spending Remains Strong, On Pace to Reach \$170 Billion in 2006

Through the first three quarters of 2006, total e-commerce spending rose 19 percent versus last year to \$122.1 billion, buoyed by a 24-percent increase in non-travel spending to \$69.1 billion. Online travel spending increased 13 percent to \$52.9 billion.

comScore U.S. Online Consumer Spending (Billions)

Excludes Auctions and Large Corporate Purchases

Q1-Q3 2006 vs. Q1-Q3 2005

Source: comScore Networks

	Jan - Sep		Percent Change
	2005	2006	
Non-Travel	\$55.8	\$69.1	24%
Travel	\$47.1	\$52.9	13%
Total	\$102.8	\$122.1	19%

Overall, comScore currently forecasts that total consumer online spending in 2006 should reach approximately \$170 billion. Of that total, comScore estimates that non-travel e-commerce will break the \$100 billion threshold for the first time.

"Online consumer spending at U.S. sites - and particularly non-travel spending - remains strong," noted Gian Fulgoni, chairman of comScore Networks. "With year-over-year growth rates in U.S. online non-travel spending at about 23 percent in the third quarter, the Web continues flexing its muscle as one of the important drivers of retail sales growth."

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore 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, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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