

U.S. Holiday E-Commerce Spending Off to a Strong Start as Online Retailers Anticipate the Biggest Holiday Sales Day Ever On 'Cyber Monday' 2006

November Spending to Date Up 23 Percent Versus Corresponding Days Last Year

RESTON, Va., November 21, 2006 - comScore Networks, a leader in measuring the digital age, today released the first in a series of reports that measure consumers' online non-travel (retail) spending during the 2006 holiday season, which began November 1, 2006. During the first 19 days of November this year, total online retail spending reached \$6.35 billion, marking a 23-percent increase versus the corresponding days in 2005.

2006 Holiday Season To Date vs. Corresponding Days in 2005

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

Source: comScore Networks

	Billions (\$)		Pct Change
	2005	2006	
Holiday Season to Date			
Nov. 1-19	\$5.18	\$6.35	23%

"With 23 percent growth versus the same days last year, online holiday retail spending is once again strong coming out of the gate," commented Gian Fulgoni, Chairman of comScore Networks. "Already we have seen a single day amass \$475 million in online retail sales (November 14, 2006). We expect 'Cyber Monday' this year to approach \$600 million, which would be higher than any single day during the 2005 online holiday shopping season."

Recap of 2005 Thanksgiving Weekend and 'Cyber Monday'

With retailers raking in a cool \$924 million in online retail sales during the four-day 2005 Thanksgiving weekend, online spending really took off on 'Cyber Monday' to the tune of \$484 million. comScore estimates that online retail sales during the 2006 Thanksgiving weekend will reach \$1.15 billion, while spending on 'Cyber Monday' 2006 will reach almost \$600 million.

Thanksgiving Weekend and Cyber Monday

Online Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

Source: comScore Networks

	Millions (\$)		Pct Change
	2005	2006	
Thanksgiving Weekend (Thu-			

Sun)	\$924	\$1,145*	24%*
'Cyber Monday'	\$484	\$599*	24%*

**comScore Networks Forecast*

Total Non-Travel Holiday E-Commerce to Reach \$24 Billion in 2006

comScore also reaffirmed its official forecast for online retail consumer spending for the 2006 holiday season (November 1st - December 31st). comScore estimates that consumer spending on non-travel goods will exceed \$24 billion during the 2006 holiday season, representing a 24-percent increase versus the 2005 holiday season.

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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