

## Online Sales Rise in Key Gift Categories Leading up to Valentine's Day

### Consumers Look to Web for Gifts, Greetings and the Perfect Date

**Reston, VA, February 14, 2006** - comScore Networks, the leader in the use of the Internet to measure and understand consumer behavior, today released an analysis of consumer behavior related to Valentine's Day. The comScore analysis revealed that total online spending in the Flowers & Gifts, Health & Beauty and Jewelry & Watches categories rose 22 percent year-to-date, through February 9, 2006 versus the corresponding period in 2005. On an individual category basis, online sales in the Health & Beauty and Jewelry & Watches category each rose 24 percent compared to the same period in 2005 as Americans purchased gifts to celebrate with loved ones. Online sales in the Flowers, Greetings & Gifts category rose at a slightly slower rate, increasing 17 percent versus last year.

<b>Online Consumer Spending (\$ Millions)</b>			
<b>Excludes Auctions and Large Corporate Purchases</b>			
<b>Source: comScore Networks</b>			
	Year-to-Date Jan. 1 - Feb. 9 2005	Year-to-Date Jan. 1 - Feb. 9 2006	Percentage Change
Flowers, Greetings & Gifts	\$231	\$270	17%
Health & Beauty	\$337	\$418	24%
Jewelry & Watches	\$176	\$219	24%
Total of Three Categories	\$743	\$907	22%

### Americans Continue to Look for Love Online

Separately, comScore found that online consumer spending on paid content in the Personals & Dating category rose 29 percent in 2005 to \$351.9 million, versus the \$272.1 million spent in the category in 2004. An analysis of December 2005 visitation to the Personals category revealed:

- ? Cross-visitation is high in the Personals category with 39 percent of category visitors having visited more than one site during the month
- ? Ten percent of new registrants at Personals sites registered at more than one site during the month
- ? Among active registrants, 30 percent were registered users of more than one Personals site
- ? Active registrants are looking for love online while at work - 37 percent of active registrants visited Personals from a work location

### Gift Giving Begins Online for Nearly 30 Million Americans

In January, more than 29 million Americans visited sites in the Flowers, Gifts & Greetings category, a number that is sure to rise

in February. Leaders in the category include American Greetings, with nearly 9 million unique visitors and Hallmark with nearly 7 million unique visitors.

<b>Flowers, Gifts &amp; Greetings Category</b>				
<b>Unique Visitors (000)</b>				
<b>January 2005</b>				
<b>U.S. Home, Work &amp; University Locations</b>				
<b>Source: comScore Media Metrix</b>				
	<b>Total Unique Visitors (000)</b>			
	<b>All Locations</b>	<b>Home</b>	<b>Work</b>	<b>University</b>
<i>Total Internet : Total Audience</i>	170,797	143,196	53,025	14,395
<i>Flowers/Gifts/Greetings</i>	29,393	18,166	10,689	2,052
AmericanGreetings Property	8,688	5,560	2,784	528
Hallmark	6,669	3,601	2,745	518
FTD.COM	1,935	1,175	678	173
1-800-FLOWERS.COM	1,753	961	803	76
Martha Stewart Sites	1,546	904	608	108
WEDDINGCHANNEL.COM	1,464	745	643	148
PROFLOWERS.COM	1,377	766	602	76
LILLIANVERNON.COM	1,263	790	436	96
REDENVELOPE.COM	1,180	636	511	90
Celebrate Express, Inc.	970	577	364	74

### **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, 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 Orbitz. For more information, please visit [www.comscore.com](http://www.comscore.com).

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