

Online Brokerage Sites See Increased Visitors With Ramped up Online Advertising Efforts

E*Trade and Scottrade are Category's Heaviest Paid Search and Online Display Advertisers

RESTON, Va., Sept 11, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a study of the online trading and brokerage industry showing strong visitor growth to online brokerage sites coinciding with heavy online advertising efforts by several of the key brokerages.

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

Despite a softening economy -- or, perhaps, because of it -- the overall number of visitors to online brokerage sites grew 14 percent during the past year, more than twice the rate of growth of the total U.S. Internet audience. Despite recording a 9 percent decline in visitors, Fidelity Investments still led the category with 3 million visitors in June 2008, followed by Scottrade Sites (1.6 million visitors) and E*Trade Financial Network (1.2 million visitors), both of whom showed strong growth in unique visitors.

Selected Online Brokerage Sites*
 June 2008 vs. June 2007
 Total U.S. - Home/Work/University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jun-2007	Jun-2008	% Change
Total Internet : Total Audience	178,839	189,873	6
Online Trading	10,553	12,079	14
Fidelity Investments	3,302	3,018	-9
Scottrade Sites	1,255	1,585	26
E*Trade Financial Network	1,096	1,226	12
TDAMERITRADE.COM	1,066	1,108	4
SCHWAB.COM	821	719	-12
TROWEPRICE.COM	324	338	4
ZECCO.COM	N/A	160	N/A
TRADEKING.COM	N/A	71	N/A

*List includes only selected sites in the Online Trading category and does not constitute an official category ranking

"Though it may seem counterintuitive, an economic downturn actually represents an opportunity for companies in the financial sector because consumers are more engaged with their finances. The increase in visitors to online brokerage sites during a weakening stock market reflects this reality," said Brian Pugh, comScore Director of Financial Solutions. "Because consumers may be more open to brand switching if they see a chance to save money or mitigate financial risk, financial service companies should seek to capitalize on the opportunity. One way online brokerages have attempted to do so is by increasing their investments in online advertising."

E*Trade and Scottrade Lead Online Advertising Efforts

Among online brokerages with a significant paid search strategy, E*Trade.com led with 6.4 million paid search ad impressions in June. E*Trade.com has consistently led the competitive set since the beginning of the year and has been widening its lead versus the rest of the group. Also notable is that the two newest online brokerage sites in the competitive set, Zecco and Trade King, have pulled ahead of T. Rowe Price in their paid search link exposures, indicating a significant early push in the SEM acquisition channel.

Selected Online Brokerage Sites
 June 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore Marketer

Advertiser	Paid Search Link Exposures (000)	Share (%) of Paid Search Link Exposures*	Total Unique Searchers (000)	Average Frequency
E*Trade	6,390	31.7%	2,846	2.3
Scottrade	3,546	17.6%	1,588	2.2
TD Ameritrade	3,198	15.9%	1,533	2.1
Charles Schwab	3,036	15.1%	1,249	2.4
Fidelity Investments	2,133	10.6%	1,005	2.1
Zecco	1,127	5.6%	593	1.9
Trade King	541	2.7%	264	2.1
T. Rowe Price	191	1.0%	108	1.8

*Share based on competitive set of 8 selected online brokerages

Scottrade, ranking second among online brokerages in paid search link exposures, was the top display advertiser in June with more than 1.2 billion ad views, followed by E*Trade (549 million ad views), Fidelity Investments (498 million ad views), and TD Ameritrade (314 million ad views). Scottrade reached 67.6 million people with its display ads, representing more than one third of the total U.S. Internet audience.

Selected Online Brokerage Sites
 June 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore Ad Metrix

	Total Display Ad Views (000)	Share (%) of Publisher Ad Views*	Advertising Exposed Unique Visitors (000)	Average Frequency
Scottrade	1,233,110	45.5%	67,598	18.2
E*Trade	549,405	20.3%	60,692	9.1
Fidelity Investments	498,329	18.4%	40,345	12.4
TD Ameritrade	313,808	11.6%	33,208	9.5
Zecco	59,896	2.2%	6,945	8.6
Trade King	25,537	0.9%	1,494	17.1
Charles Schwab	19,796	0.7%	3,617	5.5
T. Rowe Price	8,433	0.3%	2,724	3.1

*Share based on competitive set of 8 selected online brokerages

"Scottrade and E*Trade are the category leaders in terms of having the heaviest online advertising plans," added Mr. Pugh. "However, recent entrants Zecco and Trade King are investing in their own online advertising efforts and may eventually prove themselves to be important competitors in this market."

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/boilerplate>.

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