

comScore Media Metrix Ranks Top 50 U.S. Web Properties for February 2011

Valentine's Day Ignites Sparks at Flowers/Gifts/Greetings and E-card Sites Tax Sites Climb as Americans Begin to File 2010 Returns

RESTON, Va., March 22, 2011 /PRNewswire/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. web activity at the top online properties for February 2011 based on data from the comScore Media Metrix service. Valentine's Day propelled gains at Flowers/Gifts/Greetings sites and E-card sites, while Tax sites climbed as Americans began to file their 2010 tax returns.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

"Love was in the air in February as Americans celebrated Valentine's Day online, which generated a surge in activity to Flowers and E-card sites," said Jeff Hackett, executive vice president of comScore Media Metrix. "Auto Manufacturer sites also spiked in February with the combination of heavy Super Bowl advertising and several national auto shows driving visitors to the category."

Web Makes Filing Less Taxing

More Americans turned to Tax sites in February for help in preparing to file. The category attracted 33.1 million visitors, up 24 percent to rank as the top gaining category for the month. Each year, online tax filing typically grows each month from the beginning of the year through the April filing deadline.

Will You Be Mine Online

The Valentine's Day holiday sent many Americans online to order flowers and gifts for loved ones. The Flowers/Gifts/Greetings category drew more than 30 million Americans in February, up 18 percent from the prior month. AmericanGreetings Property ranked among the top gaining properties with 8.1 million unique visitors (up 13 percent), while ProFlowers.com surged 380 percent to 5.2 million visitors. Gifts.com came in third with 4.3 million visitors, followed by Hallmark with 2.4 million (up 16 percent), 1-800-Flowers.Com, Inc. with 2.4 million (up 59 percent) and FTD.com with 2.0 million (up 183 percent).

Visitation to E-card sites grew 10 percent to 19.2 million unique visitors in February. MyFunCards.com took the top spot in the category with 4.8 million visitors (up 32 percent), followed by AG Interactive with 4.0 million visitors (up 31 percent). Evite.com attracted 3.7 million visitors, while 123Greetings.com jumped 29 percent to 2.4 million visitors.

Super Bowl Ads Drive Growth at Auto Sites

Americans flooded Auto Manufacturer sites in February following several high-profile car commercials that aired during this year's Super Bowl. More than 25 million people visited the category during the month (up 11 percent vs. January), with General Motors taking the top spot with 5.0 million visitors. Toyota drew 4.7 million visitors, followed by Ford Motor Company with 4.6 million visitors (up 14 percent), Honda with 3.8 million visitors (up 14 percent) and Chrysler LLC with 3.5 million visitors (up 59 percent). Subaru saw sizeable gains during the month as a result of their sponsorship of Animal Planet's annual "Puppy Bowl," growing 469 percent to 2.2 million unique visitors.

Top 50 Properties

Yahoo! Sites ranked as the #1 property in February with 177.5 million visitors, followed by Google Sites with 175.2 million and Microsoft Sites with 168.8 million. Sites new to the top 50 in February included Expedia Inc (#43), The Washington Post Company (#48) and Twitter.com (#49).

Top 50 Ad Focus Ranking

Google Ad Network led the February Ad Focus ranking with a reach of 92.3 percent of Americans online, followed by AOL Advertising (84.6 percent reach), Yahoo! Sites (84.6 percent) and Yahoo! Network Plus (84.1 percent).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
February 2011 vs. January 2011
Total U.S. — Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Jan-11	Feb-11	% Change	
<i>Total Internet : Total Audience</i>	211,621	209,933	-1	N/A
Apollo Group, Inc.	3,780	10,202	170	148
Mevio Network	5,665	9,414	66	158
FoxNews.com	10,418	13,573	30	104
KeywordBlocks.com	8,069	9,932	23	152
Xacti Corporation	7,180	8,558	19	178
LocalTV LLC	5,284	6,275	19	228
AmericanGreetings Property	7,208	8,145	13	188
McAfee.com Sites	5,026	5,674	13	249
NIH	8,541	9,617	13	156
BuyCheapr.com	6,269	7,017	12	216

*Ranking based on the top 250 properties in February 2011. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 unified digital audience measurement.

Table 2

comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.)
February 2011 vs. January 2011
Total U.S. — Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jan-11	Feb-11	% Change
<i>Total Internet : Total Audience</i>	211,621	209,933	-1
Business/Finance — Taxes	26,790	33,128	24
Retail — Flowers/Gifts/Greetings	25,862	30,447	18
Automotive — Manufacturer	23,207	25,726	11
Services — e-cards	17,534	19,200	10
Directories/Resources — Directories	103,334	109,007	5
News/Information — Politics	24,534	24,892	1
Retail — Jewelry/Luxury Goods/Accessories	17,474	17,639	1
Search/Navigation	189,831	191,251	1
Entertainment	211,221	209,857	-1
Conversational Media	206,283	204,625	-1

Table 3

comScore Top 50 Properties (U.S.)
February 2011
Total U.S. — Home, Work and University Locations
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	209,933			
1	Yahoo! Sites	177,538	26	ESPN	35,492
2	Google Sites	175,190	27	Federated Media Publishing	35,103
3	Microsoft Sites	168,810	28	Superpages.com Network	32,823
4	FACEBOOK.COM	150,670	29	Wal-Mart	32,230
5	AOL, Inc.	107,383	30	Adobe Sites	32,160
6	Ask Network	92,715	31	Tribune Interactive	31,120
7	Turner Digital	89,041	32	Break Media Network	30,023

8	Glam Media	84,095	33	WeatherBug Property	29,565
9	Viacom Digital	83,745	34	YellowBook Network	29,453
10	CBS Interactive	78,629	35	AT&T Interactive Network	28,906
11	Amazon Sites	75,044	36	LINKEDIN.COM	28,280
12	Demand Media	72,437	37	iVillage.com: The Womens Network	27,683
13	Wikimedia Foundation Sites	71,066	38	NBC Universal	26,728
14	Apple Inc.	66,771	39	WordPress	25,976
15	New York Times Digital	66,240	40	YELP.COM	25,436
16	eBay	63,491	41	Disney Online	25,240
17	Answers.com Sites	54,615	42	Huffington Post	24,701
18	VEVO	54,154	43	Expedia Inc	24,424
19	Fox Interactive Media	54,141	44	NETFLIX.COM	24,127
20	craigslist, inc.	50,517	45	Everyday Health	24,098
21	Comcast Corporation	48,183	46	Scripps Networks Interactive Inc.	23,694
22	Technorati Media	42,244	47	Bank of America	23,509
23	Weather Channel, The	41,828	48	The Washington Post Company	23,387
24	NetShelter Technology Media	40,811	49	TWITTER.COM	23,126
25	Gannett Sites	38,272	50	Verizon Communications Corporation	23,123

Table 4

comScore Ad Focus Ranking (U.S.)							
February 2011							
Total U.S. — Home, Work and University Locations							
Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	209,933	100.0				
1	Google Ad Network**	193,806	92.3	26	YOUTUBE.COM*	110,715	52.7
2	AOL Advertising**	177,628	84.6	27	AOL, Inc.	107,383	51.2
3	Yahoo! Sites	177,538	84.6	28	CPX Interactive**	103,715	49.4
4	Yahoo! Network Plus**	176,517	84.1	29	Kontera**	97,981	46.7
5	Turn Media Platform**	168,186	80.1	30	Cox Digital Solutions - Network**	96,767	46.1
6	Google	167,063	79.6	31	Bing	93,542	44.6
7	ValueClick Networks**	164,860	78.5	32	Ask Network	92,715	44.2
8	24/7 Real Media**	162,595	77.5	33	Undertone**	90,875	43.3
9	AdBrite**	151,364	72.1	34	Glam Media	84,095	40.1
10	FACEBOOK.COM	150,670	71.8	35	Technorati Media**	81,079	38.6
11	Collective Display**	150,101	71.5	36	Meebo	76,209	36.3
12	Vibrant Media**	145,043	69.1	37	Demand Media	72,437	34.5
13	Tribal Fusion**	139,949	66.7	38	Windows Live	72,248	34.4
14	Microsoft Media Network US**	139,494	66.4	39	Monster Career Ad Network (CAN)**	71,814	34.2
15	FOX Audience Network**	137,678	65.6	40	ShareThis	68,702	32.7
16	Specific Media**	136,658	65.1	41	MediaWhiz**	62,601	29.8
17	AudienceScience**	136,014	64.8	42	Dedicated Media**	61,724	29.4
18	Casale Media - MediaNet**	132,036	62.9	43	AMAZON.COM	60,451	28.8
19	Burst Media**	130,672	62.2	44	MTV Networks Music	57,828	27.5
20	Traffic Marketplace**	130,170	62.0	45	Lotame Solutions**	53,704	25.6
21	ContextWeb**	122,857	58.5	46	engage:BDR**	43,328	20.6
22	MSN	122,657	58.4	47	Brand.net Network**	42,879	20.4
23	interclick**	122,360	58.3	48	Technorati Media	42,244	20.1
24	Adconion Media Group**	121,697	58.0	49	CNN	41,499	19.8

25	AdBlade Network**	119,182	56.8	50	NetShelter Technology Media	40,811	19.4
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Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in February. For instance, Yahoo! Sites was seen by 84.6 percent of the 210 million Internet users in February.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit www.comscore.com/companyinfo.

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