

Wintry Weekend Boosts Online Holiday Sales in Final Shopping Weekend of the Season

Strong Weekend Helps Recent Week Post Highest Online Spending Total on Record

RESTON, Va., Dec 22, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today reported holiday season retail e-commerce spending for the first 50 days of the November - December 2009 holiday season. For the holiday season-to-date, \$25.5 billion has been spent online, marking a 4-percent increase versus the corresponding days last year. The final shopping weekend of the season (Dec. 19-20) boasted a strong 13-percent growth rate as snowstorms on the eastern seaboard prompted many consumers to finish their holiday shopping from the confines of their own homes. The full week posted a year-over-year growth rate of 6 percent as it set a one-week sales record with more than \$4.8 billion in spending.

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

2009 Holiday Season To Date vs. Corresponding Days* in 2008
 Non-Travel (Retail) Spending
 Excludes Auctions and Large Corporate Purchases
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

	Millions (\$)		
	2008	2009	Percent Change
November 1 - December 20	\$24,550	\$25,524	4%
Thanksgiving Day (Nov. 26)	\$288	\$318	10%
Black Friday (Nov. 27)	\$534	\$595	11%
Cyber Monday (Nov. 30)	\$834	\$887	5%
Green Monday (Dec. 14)	\$859	\$854	-1%
Tuesday, Dec. 15	\$754	\$913	21%
Weekend of Dec. 19-20	\$677	\$767	13%
Week Ending Dec. 20	\$4,532	\$4,803	6%

*Corresponding days based on corresponding shopping days (November 2 thru December 21, 2008)

"The major snowstorms hitting the eastern seaboard over the weekend appear to have given holiday e-commerce an additional boost, resulting in the heaviest online spending week on record at \$4.8 billion," said comScore chairman Gian Fulgoni. "Consumers have clearly continued to spend online later into the season this year, with several very strong spending days in the most recent week including the heaviest online spending day in history - Tuesday, December 15 with \$913 million. Retailers have been very aggressive with late season promotions while informing consumers that they could still get their purchases shipped in time for Christmas, and these tactics seem to be paying off."

Weekly Online Holiday Retail Sales

Please follow this link to view the graph:

http://comscore.com/Press_Events/Press_Releases/2009/12/Wintry_Weekend_Boosts_Online_Holiday_Sales_in_Final_Shopping_Weekend_of_the_Season

About comScore

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