

Online Sales of Flowers and Greeting Cards Jump 98 Percent in the Week Before Valentine's Day

Jewelry & Watches Also Experience E-Commerce Sales Gains

RESTON, VA. February 14, 2007 – comScore Networks, a leader in the measuring the digital age, today released a study on e-commerce activity related to Valentine’s Day. While several online retail categories experienced significant sales increases in the week preceding the holiday, flowers and greeting cards saw the most dramatic gains. Compared to the average of the previous four weeks, online sales in the category increased 98 percent to \$24.5 million during the week ending February 11. Jewelry and watches also saw a bump in sales to \$24.7 million, up 22 percent versus the prior weeks.

Valentine's Day Related E-Commerce			
Online Consumer Spending (\$ Millions)			
Five Weeks Ending February 11, 2007			
Source: comScore Networks			
	Millions (\$)		
E-Commerce Category	Avg of 4 Weeks Ending Feb. 4	Week Ending Feb. 11	Percentage Increase
Flowers & Greeting Cards	\$12.4	\$24.5	98%
Jewelry & Watches	\$20.3	\$24.7	22%

“In recent years, consumers have increasingly turned to the Web for Valentine’s Day gifts,” said Andrew Lipsman, senior analyst at comScore Networks. “Flowers, which are always a sentimental favorite, have experienced the most noticeable spikes in online sales. By fulfilling orders through local florists, online flower retailers have been especially effective in executing on-time deliveries for Valentine’s Day, which has proven to be a godsend for many last minute shoppers.”

American Greetings Property Most Popular Online Retailer for Flowers, Gifts and Greeting Cards

In January, more than 29 million Americans visited the Flowers, Gifts & Greeting Cards retail category, representing approximately one out of every six U.S. Internet users. The American Greetings Property led the category with 8.1 million visitors, followed by Hallmark (5.6 million visitors) and RedEnvelope.com (1.9 million visitors).

Visitation to Flowers, Gifts & Greeting Cards Category	
Unique Visitors (000)	
January 2007	
U.S. Home, Work & University Locations	
Source: comScore Media Metrix	
	Unique Visitors (000)
Total Internet : Total Audience	175,559
<i>Flowers/Gifts/Greeting Cards</i>	29,353
American Greetings Property	8,120
Hallmark	5,601
REDENVELOPE.COM	1,886
1-800-FLOWERS.COM	1,679

Martha Stewart Sites	1,495
Celebrate Express, Inc.	1,389
WEDDINGCHANNEL.COM	1,245
FTD.COM	1,163
PROFLOWERS.COM	1,124
Build-A-Bear Workshop, Inc.	1,117

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 provides insight on 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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