

Online Classifieds Increase in Popularity; Category Visitation Surges 47 Percent in the Past Year

Craigslist.org Leads Category; Sees Traffic Double to More than 13 Million U.S. Visitors

RESTON, VA, September 5, 2006 - comScore Media Metrix, the leader in digital media measurement, today released an analysis of consumer activity at the top online classified sites. Traffic to the Online Classifieds category has grown 47 percent in the past year to 37.4 million Internet users, reaching about 22 percent of the total Internet population. Category leader Craigslist.org attracted 13.8 million visitors in July 2006, up an impressive 99 percent during the past year. Trader Publishing Company ranked second with 10.2 million visitors (up 15 percent), while AutoTrader ranked third with 6.4 million visitors (up 14 percent).

"While online classifieds are not new, it appears that Internet users are really beginning to catch on to this phenomenon," commented Andrew Lipsman, Senior Analyst of comScore Networks. "With nearly fifty percent growth in the past year, Online Classifieds are growing at a rate that surpasses most other categories. As the category leader, Craigslist has clearly impacted the way in which new and traditional media companies approach the classifieds business."

Top 10 Online Classifieds Sites by Unique Visitors (000)

July 2006 vs. July 2005

Total U.S. - Home/Work/University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jul-05	Jul-06	% Change
<i>Total Internet : Total Audience</i>	167,444	173,191	3
<i>Classifieds</i>	25,487	37,423	47
CRAIGSLIST.ORG	6,928	13,804	99
Trader Publishing Company	8,832	10,155	15
AutoTrader	5,645	6,434	14
CARS.COM	4,627	4,504	-3
APARTMENTS.COM	2,311	2,858	24
LIVEDEAL.COM	535	1,092	104
HOMESCAPE.COM	934	1,002	7
BACKPAGE.COM	N/A	1,001	N/A
OODLE.COM	162	909	463
RegionalHelpWanted.com Sites	870	863	-1

Online Classifieds Popular Among Young Adults, Higher Income Households

A demographic analysis of the online classifieds category revealed a distinct user profile with higher than expected proportions of visitors originating among younger professionals, and individuals residing on the West coast. People between the ages of 25-34, and those in households making at least \$100,000 annually were each 23 percent more likely than average to visit the

category. Users from the Pacific region were 29 percent more likely than average to visit classified sites.

Top Online Classifieds Sites by Unique Visitors (000)		
July 2006		
Total U.S. - Home/Work/University Locations		
Source: comScore Media Metrix		

	Percent Composition	Composition Index
Persons - Age		
Persons: 12-17	9.0	93
Persons: 18-24	12.1	105
Persons: 25-34	17.7	123
Persons: 35-44	20.5	115
Persons: 45-54	22.3	109
Persons: 55+	15.0	83
Household Income		
Under \$60K	41.4	88
\$60,000 - \$74,999	14.6	103
\$75,000 - \$99,999	16.9	102
\$100,000 or more	27.1	123
Region (US)		
West North Central	7.7	88
Mountain	6.3	96
Pacific	19.7	129
New England	5.7	100
Mid Atlantic	14.7	104
South Atlantic	17.5	100
East South Central	4.0	71
West South Central	10.0	97
East North Central	14.3	89

**Composition Index represents the proportion of the given group within a specific site*

audience, compared to the proportion of that group in the total online population.

A composition index of 100 represents parity.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report - with unmatched accuracy - 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 continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

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 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 Expedia. For more information, please visit www.comscore.com.

Contact:

Andrew Lipsman

comScore Networks

(312) 775-6510

press@comscore.com