

E-COMMERCE SPENDING ON BLACK FRIDAY JUMPS 42 PERCENT VERSUS LAST YEAR

Higher Than Expected E-Commerce Spending During Thanksgiving Weekend Has Online Retailers Eagerly Anticipating Cyber Monday

RESTON, Va., November 26, 2006 - comScore Networks, a leader in measuring the digital age, today released the most recent data on consumer online non-travel (retail) spending at U.S. sites during the 2006 holiday season, which began November 1, 2006. During the first 24 days of November this year, total online retail spending reached \$8.31 billion, marking a 23-percent increase versus the corresponding days in 2005. Black Friday, known for being one of the busier offline consumer shopping days of the year, saw particularly high online sales with \$434 million spent, up 42 percent versus last year.

2006 Holiday Season To Date vs. Corresponding Days in 2005 Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Source: comScore Networks			
	Billions (\$)		
Holiday Season to Date	2005	2006	Pct Change
November 1 -24	\$6.75	\$8.31	23%

"Consistent with news reports of heavy traffic to leading retailers' Web sites--which in the case of Walmart.com resulted in an outage at the site--comScore found high levels of online retail spending on Black Friday this year," said Gian Fulgoni, chairman of comScore Networks. "With 42 percent growth versus the same day last year, it's clear that many consumers opted for the convenience and sanity of shopping from home in order to avoid mayhem at the malls and to take advantage of the extremely attractive deals being offered online. This growth figure is especially encouraging for online retailers when taking into account that much of the country saw beautiful weather on Friday. Online retailers are undoubtedly crossing their fingers that strong Black Friday spending is an indication that Cyber Monday is really going to kick off the post-Thanksgiving online holiday shopping season with a bang."

Online Price Comparisons Fuel Local Offline Shopping

An analysis of traffic to online comparison shopping sites revealed a distinct surge in visits on Black Friday, as consumers began their traditional hunt for holiday bargains. Visits to the leading shopping engines collectively rose 21 percent on Black Friday, versus the average number of daily visits during November. ShopLocal.com, however, saw a triple digit increase in visits on Black Friday and during the preceding three days, as consumers took advantage of the site's ability to help them pinpoint bargains available at local offline retailers.

"Clearly consumers are increasing their use of online resources to drive their offline shopping," commented Mr. Fulgoni. "On Black Friday, when many consumers were drawing up their 'battle plans' for finding in-store bargains, it appears that the savviest among them had already used the Internet to price items for purchase at local stores offline. We expect this trend to continue during the holiday season."

Weekly Online Holiday Retail Sales

Please contact press@comscore.com to receive the data behind the above for use in graphical representation.

comScore Networks 2006 E-Commerce Forecast

Online Non-Travel Holiday Consumer Spending Excludes Auctions and Large Corporate Purchases Source: comScore Networks			
	Billions (\$)		
	2005	2006	Pct Change
January - October	\$62.6	\$77.5	24%
Holiday Season (Nov-Dec)	\$19.6	\$24.3*	24%*

*comScore Networks forecast

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.

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