

## Monday, December 11th Boasts Record \$661 Million in Online Consumer Spending

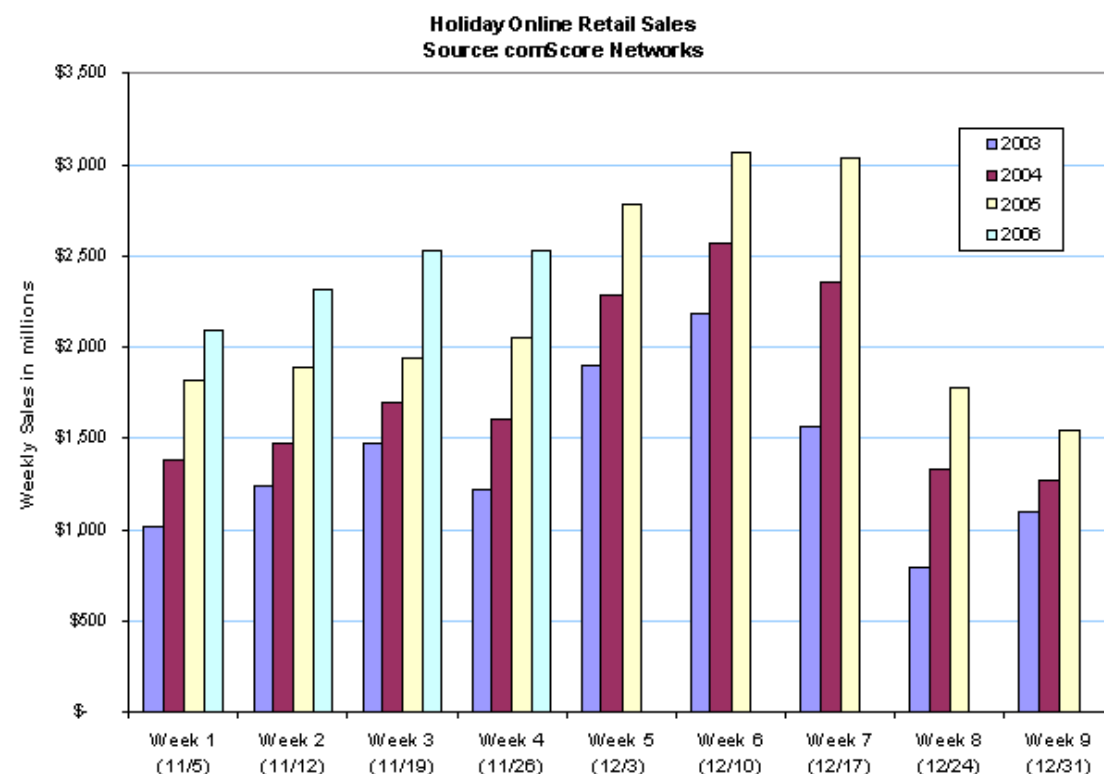
### E-Commerce Spending Reaches \$17.6 Billion for Holiday Season to Date; Up 24 Percent Versus Last Year

**RESTON, Va., December 13, 2006** -- comScore Networks, a leader in measuring the digital age, today released data on consumer online non-travel (retail) spending at U.S. sites for the 2006 holiday season through December 12. During the first 42 days of the holiday season, total online retail spending reached \$17.56 billion, marking a 24-percent increase versus the corresponding days in 2005.

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 - December 12	\$14.13	\$17.56	24%

"Consumers' online spending remains on target with comScore's original forecast of 24-percent growth for the holiday season as a whole," said Gian Fulgoni, chairman of comScore Networks. "Monday, December 11, represented yet another record-setting effort, as consumers spent \$661 million online, up 19-percent versus the corresponding Monday last year (\$556 million on December 12, 2005). With growth rates for the beginning of this week slightly below expectations, it's possible that we could see a greater share of spending shift to later in the week - and even into next week - since many online retailers are promising pre-Christmas deliveries for even later purchases this season. Because shipping was so reliable last year, it's conceivable that more consumers are opting to procrastinate this year."

### Weekly Online Holiday Retail Sales



Please contact [press@comscore.com](mailto: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](http://www.comscore.com).

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