

Americans Head Online for Love or Money: Valentine's Day and Tax Preparation Drive February Web Activity

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comScore Media Metrix Releases February Web Rankings and Analysis

RESTON, VA, March 17, 2005 - comScore Media Metrix today released its monthly analysis of consumer activity at top online properties and categories. In February, the Internet proved to be an important resource for those reaching out to others on Valentine's Day and reaching for their checkbooks in preparation for Tax Day. Millions of Americans also turned to the Web for activities related to the Super Bowl and other sporting events.

"Valentine's Day and the Super Bowl are two more entries on a growing list of events that channel people's passions and interests onto the Internet," said Peter Daboll, president and CEO of comScore Media Metrix. "The acceptability of sending sentimental greetings online and the popularity of the Web leading up to and even during TV sports broadcasts are yet further reminders that the line between the online and offline worlds is increasingly blurred."

Sites Benefit from Valentine's Day Traffic

Whether to send e-cards, buy jewelry or send flowers, Americans turned to the Web for Valentine's Day in greater numbers than ever before. In fact, categories related to Valentine's Day made up 4 of the top 10 gaining categories. The Flowers, Gifts & Greetings category led the way, posting an increase of 33 percent over January 2005 (see table 2) and 23 percent over last February. Two flowers and gift sites, 1-800-Flowers and Proflowers, secured the first two spots on the top gaining properties ranking (see table 1), posting growth of 301 and 241 percent, respectively, compared to January. comScore e-commerce tracking indicated that spending levels at flowers and gift sites were similarly strong; spending in the Flowers, Gifts & Greetings category topped \$260 million in February - an increase of 55 percent compared to February 2004.

The Web also proved to be a useful resource for those with more ambitious gifts in mind. In February, traffic to the Jewelry, Luxury Goods & Accessories category jumped 33 percent compared to the month prior and 39 percent compared to last year. Fossil.com, BlueNile.com, Tiffany.com and Zales.com all posted double- or triple-digit increases. Online spending on Jewelry & Watches, one of the fastest growing product categories in e-commerce in 2004, grew 80 percent to approach \$200 million in sales.

Traditional Valentine's Day favorites such as greetings and fragrances continue to grow in online popularity. Led by AmericanGreetings and Yahoo! Greetings, which jumped 35 and 39 percent, respectively, the E-Cards category posted an 11-percent increase between January and February. More than 13 million consumers visited sites in the Fragrances & Cosmetics category, representing an increase of just over 10 percent compared to January.

Watching Sporting Events on TV Now Just One Part of the Experience

Fans of the Super Bowl and Daytona 500 were behind the traffic increases at a number of the top gaining properties and categories. Controversial Super Bowl advertiser GoDaddy.com landed the third spot on the top gaining properties ranking, with a traffic increase of 180 percent in February. Nearly five million spectators raced to NASCAR.com, doubling the site's audience versus January and making it the fourth-largest gainer in February. Historically, major sporting events tend to

produce an increase in visitation to gambling sites, and February was no exception - traffic to the Online Gambling category grew by 12 percent between January and February.

New Oprah Club Has Americans Joining Together to Get in Shape

Oprah Winfrey has added yet another success story to her portfolio as a cultural phenomenon with "Oprah's Boot Camp." This new diet and exercise club provides interactive access to Oprah's training and nutrition experts, while allowing members to be part of a group that shares common goals. This program drove Oxygen Media sites into the top 10 gaining properties in February with an increase of 38 percent, yielding a total of 3.7 million visitors.

February Busiest Month for Tax Sites

The "Free File" partnership between the IRS and tax software manufacturers helped the tax category again earn top gaining honors in February, with a traffic increase of 43 percent versus January and 8 percent over February 2004. Although the delivery of W-2 forms generally drives significant traffic gains in January, February tends to be a busier month for preparations. Compared to January, the top ten sites in the Taxes category all showed double-digit traffic growth, and HRBlock.com, TaxAct.com and IRS.gov all grew by 50 percent or more.

Top 50 Properties

The rush of activity at tax sites was also visible in February's top properties ranking, in which IRS.gov posted the largest and Intuit (maker of TurboTax) the third-largest overall gains (see table 3). IRS.gov shot up 28 spots to finish at the number 29 position, with over 17 million visitors. The 14.1 million visitors to Intuit helped the property climb 20 spots to finish as February's 42nd ranked property.

Among sites in both the January and February Top 50 Properties, AmericanGreetings Property had the largest jump, as 16.6 million love-struck Americans turned to the site to send or receive Valentine's Day cards, moving the property up 20 spots to number 30. Various promotional campaigns from BankOne helped JPMorgan Chase Property rise 10 places from January to the number 28 spot in February. Finally, consumers searching for spring break travel deals at CheapTickets.com drove a traffic increase of over 1.2 million visitors at Trip Network Inc. during February 2005, corresponding to a 4-spot gain to number 27.

Top 50 Ad Focus Ranking

Advertising.com and Yahoo! claimed the top 2 spots in the Ad Focus ranking, as they have each month since May 2004 (see table 4). Additionally, the rest of the top 10 Ad Focus entities stayed the same in February as in January.

Expedia Travel and CheapTickets.com each benefited from spring break travel and gained 2 spots to move to February's number 24 and 43, respectively. Finally, Business.com Network and AOL Business Network finished at number 19 and 23, respectively, in February, their first month of inclusion in the Ad Focus ranking.

TABLE 1

Top Ten Gaining Properties by Percentage Change in Unique Visitors*

February 2005 vs. January 2005

Total U.S. Home, Work and University Internet Users

Source: comScore Media Metrix

Property	Jan-05 (000)	Feb-05 (000)	Percentage Change	Rank by Unique Visitors
<i>Total Internet Population</i>	162,201	160,287	-1%	N/A
1-800-Flowers	2,382	9,563	301%	68
PROFLOWERS.COM	1,100	3,780	244%	198
GODADDY.COM	1,112	3,123	181%	236
NASCAR.COM	2,461	4,911	100%	154
BEBO.COM	3,478	6,113	76%	116
HRBLOCK.COM	4,104	6,362	55%	112
IRS.GOV	10,989	17,023	55%	29
TAXACT.COM	2,206	3,312	50%	224
Oxygen Media	2,675	3,679	38%	203
Nestle	2,323	3,172	37%	233

*Ranking based on the top 250 properties in February

TABLE 2

Top Ten Gaining Categories by Unique Visitors			
February 2005 vs. January 2005			
Total U.S. Home, Work and University Internet Users			
Source: comScore Media Metrix			
	Jan-05 (000)	Feb-05 (000)	Percentage Change
<i>Total Internet Population</i>	162,201	160,287	-1%
Business/Finance - Taxes	20,556	29,459	43%
Retail - Flowers/Gifts/Greetings	29,899	41,029	37%
Jewelry/Luxury Goods/Accessories	11,404	15,203	33%
Online Gambling	29,130	32,469	12%
E-Cards	37,154	41,042	11%
Retail - Fragrances/Cosmetics	11,905	13,107	10%
Travel - Car Rental	4,460	4,909	10%
Business/Finance - News/Research	44,027	46,887	7%
Retail - Toys	16,272	17,006	5%
Travel - Hotels/Resorts	25,560	26,686	4%

TABLE 3

Top 50 Properties

February 2005

Total U.S. Home, Work and University Internet Users

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	<i>160,287</i>			
1	Yahoo! Sites	115,981	26	Gorilla Nation Media	17,609
2	Time Warner Network	112,199	27	Trip Network Inc.	17,153
3	MSN-Microsoft Sites	110,586	28	JPMorgan Chase Property	17,102
4	Google Sites	74,502	29	IRS.GOV	17,023
5	eBay	62,021	30	AmericanGreetings Property	16,641
6	Ask Jeeves	42,135	31	iVillage.com: The Womens Network	16,617
7	Amazon Sites	38,416	32	Gannett Sites	16,448
8	About/Primedia	37,969	33	Bank of America	16,088
9	Viacom Online	33,307	34	Target Corporation	15,775
10	Symantec	29,556	35	Apple Computer, Inc.	15,281
11	CNET Networks	29,136	36	E.W. Scripps	15,273
12	Weather Channel, The	29,054	37	ORBITZ.COM	14,690
13	Walt Disney Internet Group (WDIG)	28,267	38	OVERSTOCK.COM	14,647
14	Monster Worldwide	27,954	39	Shopzilla.com Sites	14,471
15	Lycos, Inc.	27,893	40	News Corp. Online	14,364
16	Verizon Communications Corporation	27,313	41	Comcast Corporation	14,272
17	Intermix Media	23,128	42	Intuit	14,070
18	Expedia Travel	22,876	43	Adobe Sites	13,945
19	Shopping.com Sites	21,044	44	COOLSAVINGS.COM	13,788
20	AT&T Properties	20,973	45	Sony Online	13,551
21	InfoSpace Network	20,572	46	Travelocity	13,153
22	Weatherbug.com Property				