



Sales During Online Holiday Shopping Season Decline By 3 Percent

Despite Weak Season Apple, Amazon, Wal-Mart and Sears Post Traffic Increases

RESTON, Va., Dec 30, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today reported its tracking of holiday season retail e-commerce spending for the holiday shopping season, beginning November 1 and ending December 23, the last day to purchase online with the possibility of delivery by Christmas Eve. Online spending reached \$25.5 billion during that period, down 3 percent versus the corresponding shopping days in 2007.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

2008 Holiday Season vs. Corresponding Days* in 2007

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

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

Source: comScore, Inc.

	Millions (\$)		Pct
Holiday Season	2007	2008	Change
November 1 - December 23	\$26,332	\$25,537	-3%

*Corresponding days based on corresponding shopping days (Oct. 27 - Dec. 18, 2007)

"The 2008 online holiday shopping season has declined 3 percent versus year ago, falling behind our expectation of flat sales this year," said comScore chairman Gian Fulgoni. "This marks the first time we've seen negative growth rates for the holiday season since we began tracking e-commerce in 2001. The combination of having five fewer shopping days between Thanksgiving and Christmas and the severe economic headwinds faced by consumers has made this a really tough season for retailers, both offline and online."

Q4 E-Commerce Spending to Date

The growth rate for Q4 2008 to date compared to the same period a year ago will end up looking marginally worse than the holiday season results. For the period of October 1 - December 28 compared to the same calendar days in 2008, e-commerce spending is down 4 percent to 36.8 billion. The fourth quarter of 2008 will also mark the first full quarter to record a negative growth rate since comScore began tracking e-commerce.

Fourth Quarter-to-Date E-Commerce Spending

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

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

Source: comScore, Inc.

	Millions (\$)		Pct
Q4-to-Date	2007	2008	Change
October 1 - December 28	\$38,376	\$36,803	-4%

Apple and Amazon among Top Traffic Gainers in December Despite soft online sales this holiday season, consumers continued to shop online for the best deals. In the period of December 1-24 vs. the corresponding shopping days last year, several top retailers achieved growth in visitation to their sites. eBay remained the most visited retail site with 85.4 million visitors but saw a slight decline of 4 percent in visitors, while three of the top five most visited sites recorded gains. Amazon Sites grew 7 percent to 76.2 million visitors, followed by Wal-Mart (up 4 percent to 51.5 million visitors), Target (down 1 percent to 46.8 million visitors) and Apple Inc. (up 19 percent to 35 million visitors).

Traffic Growth to Top Retailer Sites

Dec. 1 - Dec. 24, 2008 vs. Corresponding Days* in 2007

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

Source: comScore Media Metrix

Unique Visitors (000)

	2007	2008	Percent Change
Total Internet	171,113	179,997	5%
eBay	88,894	85,442	-4%
Amazon Sites	70,975	76,240	7%
Wal-Mart	49,632	51,546	4%
Target Corporation	47,338	46,837	-1%
Apple Inc.	29,450	35,017	19%
Best Buy Sites	28,602	28,555	0%
JCPenney Sites	21,329	18,918	-11%
Toysrus Sites	19,817	18,075	-9%
Sears.com	18,010	18,413	2%
Circuit City Stores, Inc.	19,466	15,456	-21%
Overstock.com	18,911	15,951	-16%
AmericanGreetings Property	17,273	14,666	-15%
Hewlett Packard	15,217	19,425	28%
Dell	17,279	14,305	-17%
Macy's Inc.	15,715	15,868	1%

*Corresponding days based on corresponding shopping days (Oct. 27 - Dec. 19, 2007)

comScore's Summary of 2008 Holiday Online Retail Spending by Key Time Period

Online Non-Travel (Retail) Holiday Consumer Spending

Excludes Auctions and Large Corporate Purchases

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

Source: comScore, Inc.

	Millions (\$)		Pct Change
	2007	2008	
January - October	\$93,551	\$102,144	9%
November 1 - December 23*	\$26,332	\$25,537	-3%
November 27 (Thanksgiving Day)*	\$273	\$288	6%
November 28 (Black Friday)*	\$531	\$534	1%
December 1 (Cyber Monday)*	\$733	\$846	15%
Heaviest Online Shopping Day	\$881	\$887	
	(Dec. 10)	(Dec. 9)	1%

* Versus Corresponding Shopping Days in 2007 Relative to Thanksgiving

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit <http://www.comscore.com/companyinfo>.

SOURCE comScore

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX