

comScore Forecasts Total E-Commerce Spending by Consumers Will Reach Approximately \$170 Billion in 2006

Non-Travel E-commerce Spending Grows 25 Percent in First Half of 2006 Versus Year Ago; Travel Spending up 15 Percent

RESTON, Va., August 2, 2006 - comScore Networks today reported its e-commerce sales estimates for the first six months of 2006 and forecasts for the entire year. From January through June, total online spending by consumers totaled \$80.8 billion, representing a 20.1 percent increase over the same period in 2005. Online non-travel (retail) spending increased by 24.6 percent to \$46.1 billion, while travel spending reached \$34.7 billion, marking a 14.7 percent gain.

comScore Online Consumer Spending (Billions)* Excludes Auctions and Large Corporate Purchases

First Half 2006 vs. Year Ago

Source: comScore Networks

E-commerce Spending	January - June		Percent Change
	2005	2006	
Non-Travel	\$37.0	\$46.1	24.6%
Travel	\$30.3	\$34.7	14.7%
Total	\$67.2	\$80.8	20.1%

* Consumer Spending at U.S. Internet sites

Several retail categories achieved significant growth compared to last year. Office Supplies, the top gaining retail category, saw online spending rise 54 percent, while Computer Software grew 39 percent. Also experiencing strong gains in the first half of 2006 were Sport & Fitness (up 38 percent), Home & Garden (up 36 percent), and Toys & Hobbies (up 33 percent).

Sales Growth for Selected Retail Product Categories

First Half 2006 vs. Year Ago

Non-Travel Online Consumer Spending

Excludes Auctions and Large Corporate Purchases

Source: comScore Networks

Retail Category	Percent Change
Office Supplies	54%
Computer Software (Ex. PC Games)	39%
Sport & Fitness	38%
Home & Garden	36%
Toys & Hobbies	33%

Total Online Spending to Reach Approximately \$170 Billion in 2006

Overall, comScore forecasts that total online spending in 2006 will reach approximately \$170 billion. Of that total, comScore estimates that non-travel e-commerce spending will hit approximately \$102 billion in 2006, breaking the \$100 billion threshold for the first time. Approximately \$24 billion is expected to be spent on non-travel during the 2006 holiday season (November 1st - December 31st).

"Despite the sluggishness of retail growth in general, online consumer spending remains strong," noted Gian Fulgoni, Chairman and Co-Founder of comScore Networks. "Growth in non-travel online spending continues at a rate of 25 percent year-over-year, which suggests that consumers' online purchase behavior has been relatively unaffected by the general economic trends. This news certainly bodes well for online retailers for the upcoming holiday season, with online consumer spending expected to reach \$24 billion in the November through December period."

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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