

Holiday Retail E-Commerce Spending Through December 1 Reaches \$11.7 Billion, up 24 Percent Versus Last Year, According to comScore Networks

Visits to Retail Web Sites up 12 Percent by Comparison, Demonstrating that Consumers Have Increased their Spending per Visit by 11 Percent

RESTON, Va., December 3, 2006 -- comScore Networks, a leader in measuring the digital age, today released data on consumer online non-travel (retail) spending at U.S. sites during the first 31 days of the 2006 holiday season to date, which began on November 1. Total online retail spending reached \$11.7 billion through December 1, representing 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 1	\$9.45	\$11.75	24%

"Online consumer spending during the holiday season continues to surge, growing 24 percent versus a year ago," said Gian Fulgoni, chairman of comScore Networks. "Buoyed by strong consumer spending during recent days like Cyber Monday (November 27th, 2006) and Tuesday November 28th - which each saw \$608 million in spending - online sales have been strong throughout the holiday season."

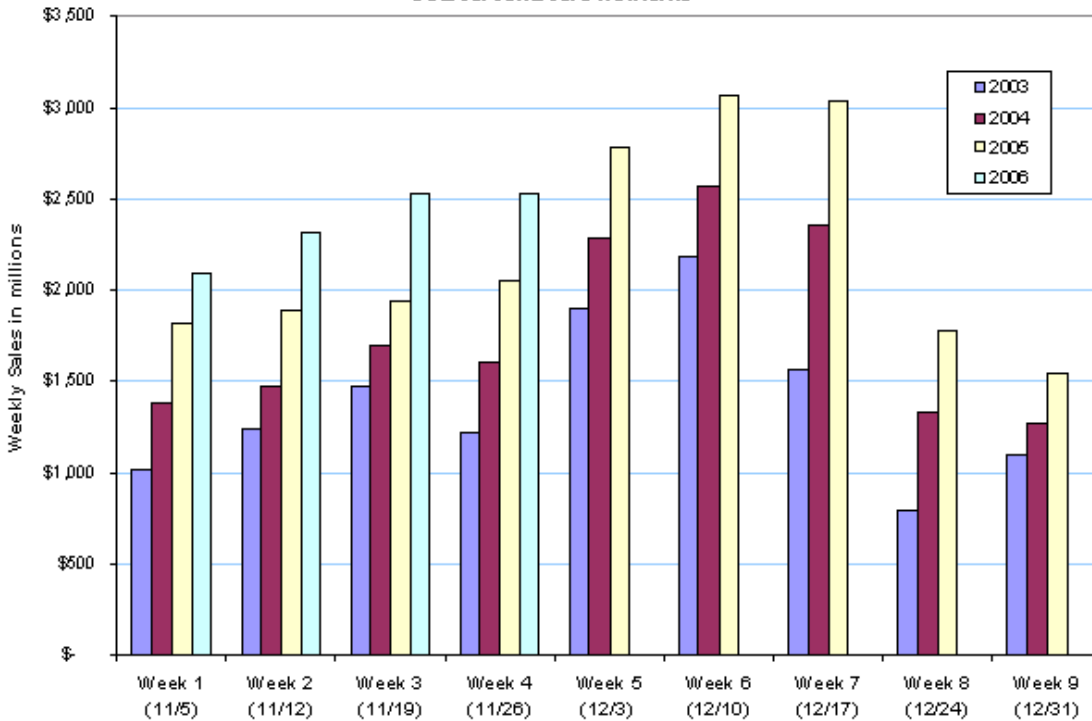
Site Traffic Alone Not an Adequate Indicator of E-Commerce Sales

comScore also reported traffic growth to retail sites for November 2006 versus a year ago. Although retail e-commerce spending has risen at a rate of 24 percent versus last year, retail site visitation is growing at about half that rate. Specifically, the number of visitors to retail sites has grown 13 percent while the total number of visits has grown 12 percent, demonstrating that consumers are spending about 11 percent more this year on a "per-visit" basis.

"In the same way that offline retailers wouldn't think of only using foot traffic counts to gauge in-store sales, savvy online retailers understand that visitation to retail Web sites alone is not a sufficient metric for measuring sales success," commented Mr. Fulgoni. "Online site visitation alone does not indicate online sales trends because it doesn't reflect the rate of visitor-to-buyer conversion nor the value of buyers' shopping basket. This season, comScore's unique sales tracking metrics are of greater importance to the online commerce industry because it's clear that consumers are increasing their spending per visit to online e-commerce sites. We believe this reflects consumers' increased comfort with e-commerce and their willingness to purchase higher ticket items online."

Weekly Online Holiday Retail Sales

Holiday Online Retail Sales
Source: comScore Networks



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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