

comScore Networks Reports Continued Surge in Late-Season Holiday E-Commerce Spending

comScore Revises 2006 Holiday Season Forecast Upward by \$300 Million to \$24.6 Billion

RESTON, Va., December 20, 2006 -- comScore Networks, a leader in measuring the digital age, today released its estimates of consumer online non-travel (retail) spending at U.S. sites for the 2006 holiday season through Monday, December 18. During the first 48 days of the holiday season, total online retail spending reached \$20.65 billion, marking a 25-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 18	\$16.46	\$20.65	25%

"The strategy of luring holiday shopping procrastinators with extended shipping guarantees paid off handsomely for online retailers," said Gian Fulgoni, chairman of comScore Networks. "Consumers spent more than \$643 million during the weekend of December 16-17, up 34 percent versus the corresponding days last year. Monday, December 18 saw \$525 million in spending, which marked a 28-percent increase. That we are seeing above-average growth rates this late in the holiday season is clear evidence that consumers have strong faith in the ability of online retailers to 'deliver the goods.' "

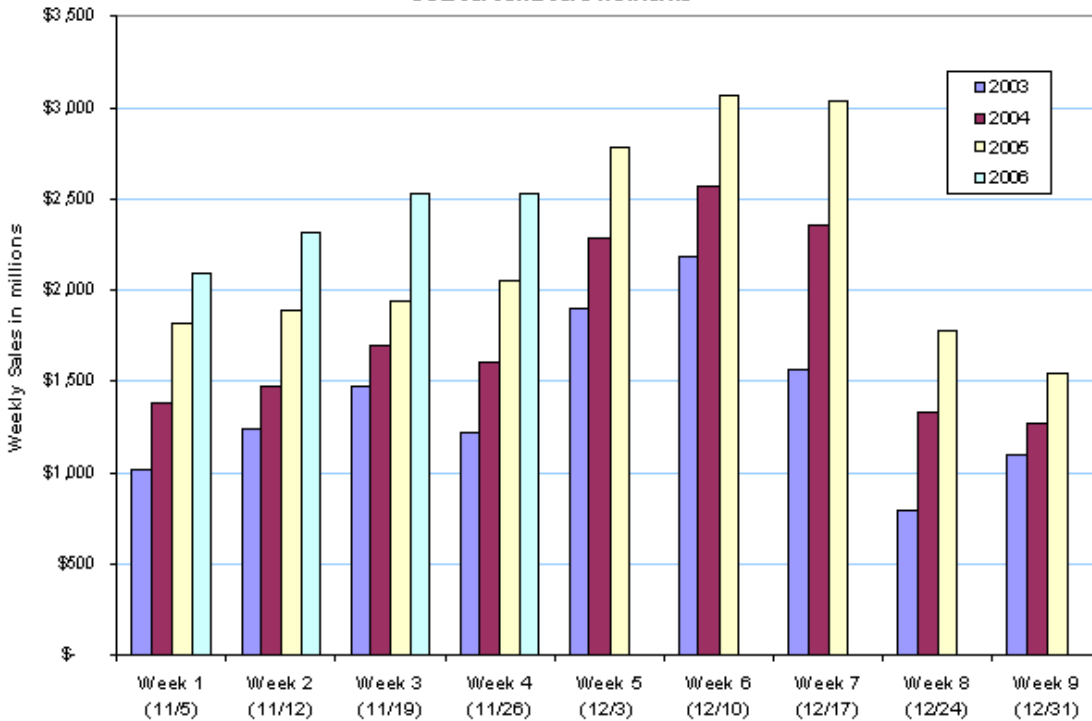
Twelve Days of Pre-Christmas Sales Ring up More than a Partridge in a Pear Tree

Online retailers enjoyed a bountiful holiday season as twelve days exceeded the \$600 million threshold. In comparison, the highest day in for online retail spending during 2005 was on Monday, December 12, with \$556 million spent. In 2006, the highest single-day total was \$667 million on Wednesday, December 13, followed by Monday, December 11 (\$661 million) and Monday, December 4 (\$647.5 million). Interestingly, Monday, November 27 ("Cyber Monday") was the twelfth-highest spending day for the season.

Top 12 Days of 2006 Holiday E-Commerce Shopping,		
Ranked by Dollars Spent		
Non-Travel (Retail) Spending		
Excludes Auctions and Large Corporate Purchases		
2006 Holiday Season to Date (Nov. 1 - Dec. 18)		
Source: comScore Networks		
Rank	Date	E-Commerce Spending (\$ Millions)
1	Wednesday, December 13	\$666.9
2	Monday, December 11	\$660.8
3	Monday, December 4	\$647.5
4	Friday, December 8	\$638.2
5	Thursday, December 14	\$634.4
6	Wednesday, December 6	\$630.6
7	Thursday, December 7	\$629.4
8	Friday, December 15	\$623.9
9	Tuesday, December 12	\$619.8
10	Tuesday, December 5	\$612.3
11	Tuesday, November 28	\$608.2
12	Monday, November 27 - "Cyber Monday"	\$607.6

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	\$24.6*	25%*

*comScore Networks forecast (revised 12-20-2006)

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.

Contact:

- >Andrew Lipsman
- >comScore Networks
- >(312) 775-6510
- >press@comscore.com