

## comScore Media Metrix Ranks Top 50 U.S. Web Properties for May 2008

### Mother's Day Prompts Growth to Flower and Gift Sites, while Summer Vacation Planning Drives Traffic to Travel Sites Google Sites Remains #1 Property

RESTON, Va., June 18, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. consumer activity at the top online properties for May 2008 based on data from the comScore Media Metrix service. Content categories showing gains in May included flowers/gifts/greetings, jewelry/luxury goods/accessories, coupon, and travel sites.

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

"Mother's Day was a key driver of Web activity in May, as the convenience of online shopping for flowers and gifts drew many to retail sites," commented Jack Flanagan, executive vice president of comScore Media Metrix. "Summer travel was also on Americans' minds this month as warmer weather and the end of the school year spurred vacation planning. With Americans feeling the pocket pinch of soaring gas prices, rising food costs and an unsteady market, scouring the Internet for hot travel deals was essential for many to ensure an affordable summer vacation."

#### Honoring Mom Drives Traffic to Gift and Retail Sites

Flowers/gifts/greetings sites saw gains with the celebration of Mother's Day on May 11. The category reached 42.4 million visitors, up 15 percent from April, making it the top-gaining category for the month. AmericanGreetings Property led the category with 15.7 million visitors (up 5 percent), followed by Hallmark with 5.5 million visitors (up 23 percent). Proflowers.com ranked third with nearly 5.5 million visitors, representing a 319-percent gain versus April and ranking it as one of the top-gaining properties for the month. The e-cards category also saw traffic increase, as it grew 8 percent to more than 35 million visitors.

Other retail categories gained as a result of Mother's Day, including jewelry/luxury goods/accessories (up 9 percent to 17.5 million visitors) and mall sites (up 9 percent to 29 million visitors). MSN Shopping led the mall category with 7 million visitors, a 25-percent jump from April.

#### Traffic to Coupon Sites Increases as Economic Concerns Rise

With rising consumer costs affecting many Americans, coupon sites saw their traffic soar in May as people looked for ways of reducing their monthly budgets. The category grew 11 percent to 24.5 million visitors during the month, as each of the top five sites in the category experienced double-digit gains. Coupons, Inc. led the category with 7.2 million visitors (up 20 percent), followed by Eversave.com with 5.2 million visitors (up 13 percent) and CoolSavings.com with more than 5.1 million visitors (up 24 percent).

#### Summer Vacation Draws Many to Travel Sites

With Memorial Day marking the unofficial beginning of summer and vacation season, several travel categories achieved gains. The travel-information category grew 9 percent to more than 47 million visitors, led by Travel Ad Network with 11.7 million visitors (up 7 percent), Yahoo! Travel with 10 million visitors (up 5 percent), and Tripadvisor Sites with 8.2 million visitors (up 16 percent).

Online travel agent sites grew 7 percent to 45 million visitors, led by Expedia Inc. with 25.4 million visitors (up 8 percent), Travelocity with 12 million visitors (up 10 percent), and Orbitz.com with more than 9 million visitors. Travel - ground/cruise sites also saw an increase, up 6 percent to 11.2 million visitors.

#### Top 50 Properties

Google Sites maintained its #1 position in the Top Properties ranking, reaching 143.4 million Americans in May. Yahoo! Sites ranked second with nearly 143 million visitors, followed by Microsoft Sites with 121.3 million visitors. Time Warner - Excluding AOL moved up one position to #9 with 56 million visitors. IRS.gov jumped 14 positions to #20 with 31 million visitors, propelled by Americans checking the status of tax refunds and stimulus checks.

#### Top 50 Ad Focus Ranking

Platform-A continued to lead the Ad Focus ranking, reaching 90 percent of the nearly 191 million Americans online in May. 24/7 Real Media moved up three spots to #15, while Turn, Inc. jumped 6 positions to #26, reaching 39 percent of the online population.

TABLE 1  
 comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)  
 May 2008 vs. April 2008  
 Total U.S. - Home, Work and University Locations  
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Apr-08	May-08	% Change	
Total Internet : Total Audience	190,728	190,858	1	N/A
Proflowers.com	1,301	5,453	319	200
Vonage Holdings Corp	2,202	4,832	119	227
Vlaze Media Networks, Inc.	4,021	7,162	78	153
Discovery.com Sites	8,800	15,473	76	62
IRS.gov	23,354	31,113	33	20
UnitedHealth Group	3,999	5,302	33	203
Infospace Network	7,005	8,988	28	119
Groupe Lagardere	3,738	4,763	27	233
Hollywood.Net - Hollywood Online Network	6,111	7,665	25	141
Toyota	5,123	6,418	25	172

\*Ranking based on the top 250 properties in May 2008

TABLE 2  
 comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)  
 May 2008 vs. April 2008  
 Total U.S. - Home, Work and University Locations  
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Apr-08	May-08	% Change
Total Internet : Total Audience	190,728	190,858	1
Flowers/Gifts/Greetings	36,729	42,421	15
Coupons	22,063	24,508	11
Travel - Information	43,330	47,272	9
Jewelry/Luxury Goods/Accessories	16,044	17,476	9
Mall	26,641	29,009	9
Lotto/Sweepstakes	27,028	29,293	8
e-cards	32,591	35,319	8
Online Trading	11,071	11,961	8
Online Travel Agents	42,308	45,092	7
Travel - Ground/Cruise	10,546	11,193	6

TABLE 3  
 comScore Top 50 Properties (U.S.)  
 May 2008

Total U.S. - Home, Work and University  
Locations  
Unique Visitors (000)  
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	Total Internet :				
	Total Audience	190,858			
1	Google Sites	143,389	26	Adobe Sites	28,107
2	Yahoo! Sites	142,925	27	Comcast Corporation	26,564
3	Microsoft Sites	121,257	28	Yellowpages.com Network	26,505
4	AOL LLC	111,395	29	Expedia Inc	25,415
5	Fox Interactive Media	89,424	30	Gorilla Nation	24,747
6	eBay	78,271	31	Bank of America	23,966
7	Wikipedia Sites	59,090	32	Shopzilla.com Sites	23,937
8	Amazon Sites	58,314	33	United Online, Inc	23,768
9	Time Warner - Excluding AOL	55,930	34	CBS Corporation	23,456
10	Ask Network	54,563	35	CareerBuilder LLC	22,921
11	New York Times Digital	48,280	36	Photobucket.com LLC	22,698
12	Apple Inc.	48,050	37	Gannett Sites	22,592
13	Viacom Digital	43,669	38	Monster Worldwide	21,325
14	Glam Media	42,048	39	Demand Media	21,273
15	Weather Channel, The	36,380	40	WordPress	20,015
16	Facebook.com	35,594	41	Real.com Network	19,885
17	CNET Networks	33,142	42	ESPN	18,981
18	craigslist, inc.	31,489	43	E.W. Scripps	18,741
19	Wal-Mart	31,196	44	WebMD Health	18,391
20	IRS.GOV	31,113	45	Hearst Corporation	18,312
21	Superpages.com Network	30,769	46	WorldNow - ABC Owned Sites	18,035
22	Target Corporation	29,981	47	Cox Enterprises Inc.	17,853
23	AT&T, Inc.	29,691	48	Answers.com Sites	17,630
24	Verizon Communications Corporation	29,095	49	WhitePages	17,492
25	Disney Online	28,350	50	iVillage.com: The Womens Network	17,173

TABLE 4  
comScore Ad Focus Ranking (U.S.)  
May 2008  
Total U.S. - Home, Work and University Locations  
Unique Visitors (000)  
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	Total Internet :						
	Total Audience	190,858	100.0				
1	Platform-A**	172,422	90 %	26	Turn, Inc**	74,879	39 %
2	Advertising.com**	170,722	89 %	27	MySpace.com**	73,691	39 %
3	Yahoo! Network**	163,626	86 %	28	NNN Total		

				Newspapers: U.S.	71,398	37 %
4	Google Ad Network**	158,514	83 %	29 Undertone Networks**	70,605	37 %
5	Specific Media**	150,336	79 %	30 YouTube.com	66,218	35 %
6	ValueClick Networks**	145,884	76 %	31 Gorilla Nation Media	66,152	35 %
7	Tribal Fusion**	141,908	74 %	32 Quigo**	65,816	34 %
8	Yahoo!	141,023	74 %	33 Ybrant Digital-AdDynamix/Oridian**	65,642	34 %
9	Google	135,390	71 %	34 eBay.com	63,238	33 %
10	Casale Media ** Network	129,752	68 %	35 IAC Ad Solutions - Media Partners	58,157	30 %
11	adconion media group**	124,760	65 %	36 MSN.com Home Page	57,169	30 %
12	DRIVEpm**	123,601	65 %	37 Ask Network	54,563	29 %
13	Traffic Marketplace**	121,781	64 %	38 Kontera**	53,936	28 %
14	interCLICK**	114,506	60 %	39 MapQuest	48,879	26 %
15	24/7 Real Media**	113,626	60 %	40 NNN Top 25	48,660	25 %
16	AOL Media Network	111,395	58 %	41 Real Cities Network	48,213	25 %
17	MSN-Windows Live	107,710	56 %	42 IB Local Network	47,668	25 %
18	ADSDAQ by ContextWeb**	104,152	55 %	43 Amazon.com	47,446	25 %
19	Tremor Media - Media Partners	103,653	54 %	44 YuMe Video Network - Media Partners	46,823	25 %
20	Burst Media**	89,450	47 %	45 PrecisionClick**	46,461	24 %
21	Collective Media**	84,129	44 %	46 Business.com Network	46,228	24 %
22	AdBrite**	83,731	44 %	47 Userplane**	44,543	23 %
23	Centro	82,215	43 %	48 Vizi Inc**	44,542	23 %
24	CPX Interactive**	77,459	41 %	49 The Nabbr Network - Exclusive Media Partners	40,512	21 %
25	Vibrant Media**	76,155	40 %	50 About	40,301	21 %

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in May. For instance, Yahoo! was seen by 74 percent of the more than 190 million Internet users in May.

\* Entity has assigned some portion of traffic to other syndicated entities.

\*\* Denotes an advertising network.

#### About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

#### About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>

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