

Procrastinators Fuel Final Frantic Rush of Holiday E-Commerce Spending, According to comScore Networks

Confidence in Retailers' Late Shipping Guarantees Extends Online Shopping Season

RESTON, Va., December 22, 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 Wednesday, December 20. During the first 50 days of the holiday season, total online retail spending reached \$21.68 billion, marking a 26-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 17	\$16.05	\$20.13	25%
December 18 - December 20	\$1.15	\$1.55	35%
Total Season to Date	\$17.20	\$21.68	26%

"Late-season online shoppers spent more than \$1.5 billion in the first three days of the final work-week before Christmas (December 18 - December 20), up 35 percent versus the corresponding days last year," said Gian Fulgoni, chairman of comScore Networks. "In past years, online spending slowed significantly well before Christmas, but this year, spending has accelerated up until the final days of the holiday season. The surge in late season online buying appears to be the result of retailers' shipping guarantees, coupled with consumers' willingness to pay for expedited shipping and their confidence that their purchases will arrive on time."

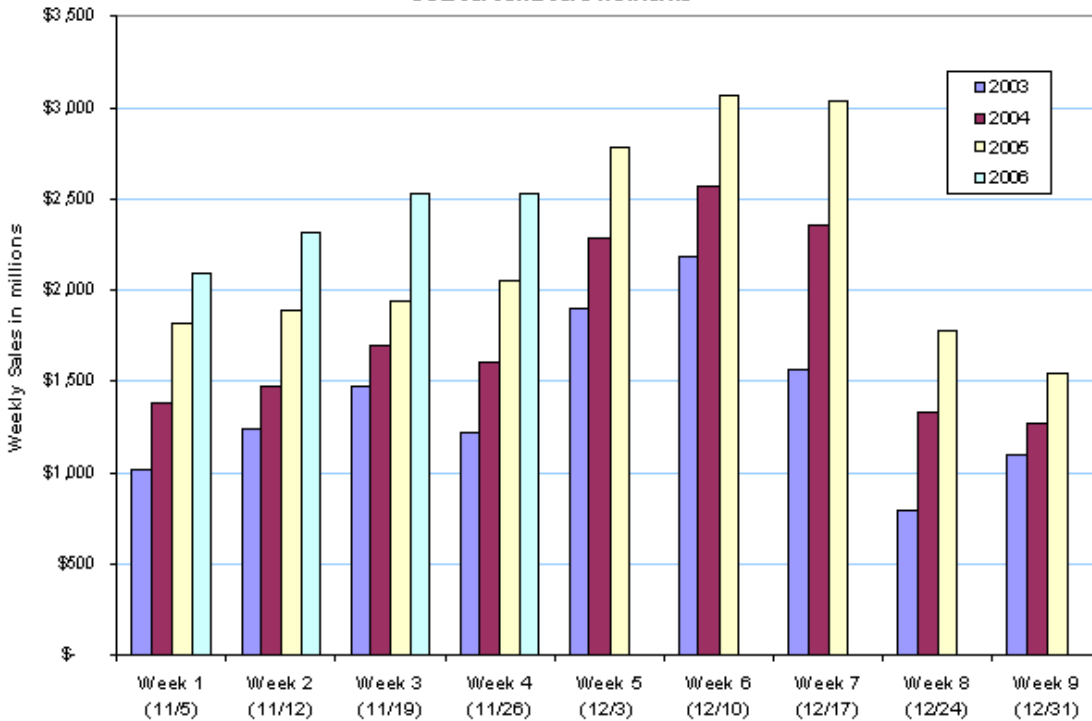
High-Ticket Purchases and Popular Gift Items Drive 2006 Holiday Spending Growth

Growth in online retail this holiday season has been primarily driven by significant spending increases in both high-ticket and popular gift categories. High-ticket categories experiencing gains include Jewelry & Watches (up 66 percent), Video Game Consoles (up 54 percent) and Consumer Electronics (up 33 percent). Popular gift categories include Video Games (up 65 percent), Event Tickets (up 54 percent), Toys (up 36 percent), Sport & Fitness (up 34 percent), and Apparel & Accessories (up 31 percent).

Fastest Growing Online Product Categories, by Dollar Growth Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Holiday Season to Date (Nov. 1 - Dec. 20, 2006) vs. Corresponding Days in 2005 Source: comScore Networks	
Retail Category	Percent Change
Jewelry & Watches	66%
Video Games	65%
Event Tickets	54%
Video Game Consoles & Accessories	54%
Toys	36%
Sport & Fitness	34%
Consumer Electronics	33%
Apparel & Accessories	31%

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.

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