

Holiday E-Commerce Spending Up 26 Percent with Surge Continuing the Week Before Christmas, According to comScore Networks

Year to Date Non-Travel E-Commerce Spending Through December 26 Exceeds \$100 Billion

comScore Ups Holiday Season Forecast to 26-Percent Growth

RESTON, Va., December 28, 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 Tuesday, December 26. During the first 56 days of the holiday season, total online retail spending reached \$23.11 billion, marking a 26-percent increase versus the corresponding days in 2005. Sales during the week prior to Christmas (December 18 - December 22, 2006) rose 38 percent versus the corresponding week in 2005. Importantly, year-to-date non-travel e-commerce spending surpassed the \$100 billion mark for the first time ever on Saturday, December 23, 2006.

2006 Holiday Season To Date vs. Corresponding Days in 2005

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

Source: comScore Networks

	Billions (\$)		
	2005	2006	Percent Change
November 1 - December 26	\$18.28	\$23.11	26%
Mon. - Fri. before Christmas (12/18 - 12/22)	\$1.63	\$2.25	38%

"Online sales continued to show strong growth during the last week before Christmas when procrastinators were clicking with confidence," said Gian Fulgoni, chairman of comScore Networks. "Consumers making purchases in those final days expressed both their faith in retailers' ability to pick and pack their orders in a timely fashion and shippers' ability to drop them on recipients' doorsteps in time for Christmas."

"That online retail consumer spending for the year-to-date has surpassed the \$100 billion mark is a testament to the continued growth and strength of the online marketplace," continued Mr. Fulgoni. "Retail e-commerce now accounts for approximately 7 percent of consumers' U.S. retail spending (excluding gas, autos and food), making it an important component of the total U.S. economy."

Amazon.com Ranks Highest in Online Sales during the 2006 Holiday Season to Date;

"Bricks and Mortar" Retailers See Highest Percentage Increase in Sales versus 2005

Ranked by total retail sales for the holiday season through December 26, Amazon.com topped the list, followed by Dell.com, Yahoo.com and Walmart.com. An analysis of leading retailers by percentage increase in sales from 2005 to 2006 found that consumer electronics retailer Bestbuy.com achieved the greatest gains, followed by Walmart.com and Ticketmaster.com, with each of these three sites experiencing gains in excess of 50 percent.

Top Retail Web Sites, Ranked by Dollars Spent***Non-Travel (Retail) Spending****Excludes Auctions and Large Corporate Purchases****2006 Holiday Season to Date (Nov. 1 - Dec. 26)****Source: comScore Networks**

2006	
Sales Rank	Retail Site
1	Amazon.com
2	Dell.com
3	Yahoo.com
4	Walmart.com
5	Ticketmaster.com
6	JCPenney.com
7	Apple.com
8	Bestbuy.com
9	Victoriasecret.com
10	Circuitcity.com

** Excludes Auction Sites***Top Retail Web Sites, Ranked by Percent Increase in 2006 vs. 2005*Non-Travel (Retail) Spending****Excludes Auctions and Large Corporate Purchases****2006 Holiday Season to Date (Nov. 1 - Dec. 26)****Source: comScore Networks**

Growth Rate Rank **	Retail Site
1	Bestbuy.com
2	Walmart.com
3	Ticketmaster.com
4	Circuitcity.com
5	Yahoo.com
6	Amazon.com
7	Victoriasecret.com
8	Apple.com
9	JCPenney.com
10	Dell.com

** Excludes Auction Sites**** Versus year ago; based on largest ten retail sites in 2006 dollar sales***Sales in Jewelry & Watches Category Puts a Shine to 2006 Holiday Retail Spending**

Growth in online retail sales during the 2006 holiday season has been fueled primarily by sales in high-ticket and popular gift

categories. High-ticket categories experiencing gains include Jewelry & Watches (up 67 percent), Video Game Consoles (up 63 percent), and Consumer Electronics (39 percent). Popular gift categories include Video Games (up 64 percent), Event Tickets (up 55 percent), Toys (up 35 percent), Sport & Fitness (up 32 percent), and Apparel & Accessories (up 30 percent).

Fastest Growing Online Product Categories, by Dollar Growth

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

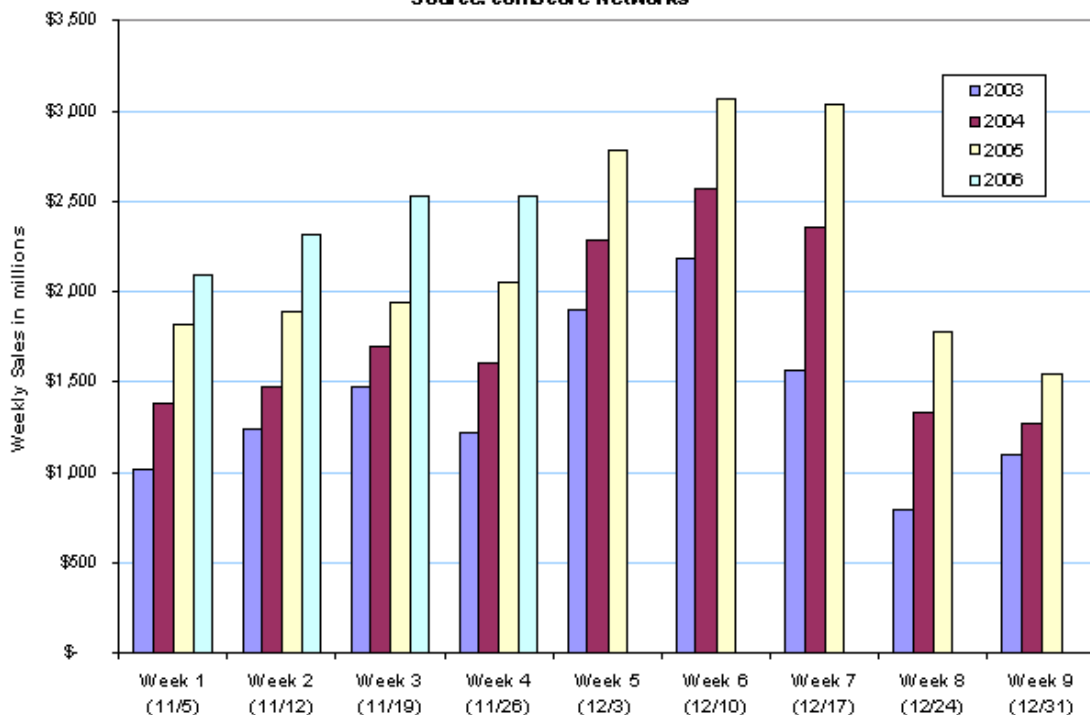
Holiday Season to Date (Nov. 1 - Dec. 26, 2006) vs. Corresponding Days in 2005

Source: comScore Networks

Retail Category	Percent Change
Jewelry & Watches	67%
Video Games	64%
Video Game Consoles & Accessories	63%
Event Tickets	55%
Consumer Electronics	39%
Toys	35%
Sport & Fitness	32%
Apparel & Accessories	30%

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	\$24.7*	26%*

**comScore Networks forecast (revised 12-28-2006)*

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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