



## Holiday E-Commerce Season Sales Finally Match Last Year as Two Workdays This Past Week Each Surpass \$800 Million in Online Spending

### Sales Since Cyber Monday Up 9 Percent Versus Year Ago

RESTON, Va., Dec 07, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today reported its tracking of holiday season retail e-commerce spending for the first 35 days of the November - December 2008 holiday season. For the holiday season through December 5, \$14.92 billion has been spent online, essentially the same level compared to the corresponding days last year. For the five days beginning with December 1 (Cyber Monday), the kick-off to the heaviest part of the online shopping season, sales totaled \$3.74 billion, up 9 percent versus year ago. Two individual days in the past week achieved more than \$800 million in online spending: Monday, December 1 ("Cyber Monday") with \$846 million, and Tuesday, December 2 with \$823 million.

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

2008 Holiday Season To Date vs. Corresponding Days\* in 2007  
Non-Travel (Retail) Spending  
Excludes Auctions and Large Corporate Purchases  
Total U.S. - Home/Work/University Locations  
Source: comScore, Inc.

	Millions (\$)		Pct
Holiday Season to Date	2007	2008	Change
November 1 - December 5	\$14,903	\$14,922	0 %
Dec .1 (Cyber Monday) - Dec. 5	\$3,419	\$3,743	9 %

\*Corresponding days based on equivalent shopping days relative to Thanksgiving (October 27 - November 30, 2007)

"The online holiday shopping season has picked up noticeably since Thanksgiving as consumers have given in to the holiday spirit -- and very attractive retailer discounts," said comScore chairman Gian Fulgoni. "Particularly encouraging is the growth of 9 percent in online sales that has occurred since Cyber Monday. While this growth is certainly a positive development in this tough retail season, it also needs to be put into perspective. With the compressed time period between Thanksgiving and Christmas this year -- five days shorter than last year -- we need to see continued strong growth during the critical weeks between today and Christmas if this year's shopping season is to at least match that of last year."

### Top Performing Retail Categories Since Cyber Monday

The fastest growing product categories during the period from December 1 through December 5 were Sport & Fitness (up 35 percent) and Consumer Electronics (up 24 percent), which saw sales surge as a result of significant price reductions on many items, including flat panel TVs. Apparel & Accessories, the second largest retail category in terms of dollar sales (after Computer Hardware) during this period, also experienced strong gains (up 16 percent). The softest retail categories include Music, Movies & Videos (down 24 percent) and Jewelry & Watches (down 22 percent).

Growth in Retail E-Commerce Categories by  
Dollar Sales Since Cyber Monday  
Non-Travel (Retail) Spending  
Excludes Auctions and Large Corporate Purchases  
Dec. 1 - Dec. 5, 2008 vs. Corresponding Shopping Days in 2007  
Total U.S. - Home/Work/University Locations  
Source: comScore, Inc.

	Y/Y Percent Change in Category Sales (\$)
Retail Category	
Sport & Fitness	35 %
Consumer Electronics	24 %
Apparel & Accessories	16 %
Toys	16 %
Books & Magazines	10 %
Video Games, Consoles & Accessories	9 %
Computer Hardware	2 %
Home, Garden & Furniture	0 %
Flowers, Greetings & Gifts	-8 %
Jewelry & Watches	-22 %
Music, Movies & Videos	-24 %

#### Visitors to Top Retailer Sites Since Cyber Monday

During the five-day period since Cyber Monday, traffic to the retail site category is up 2 percent versus year ago, with many sites drawing a substantial number of visitors. eBay topped the list with 36 million unique visitors, while three of the top ten retailer sites saw gains versus year ago: Amazon Sites (up 10 percent), Wal-Mart (up 7 percent), and Apple Inc. (up 29 percent).

#### Visitor Growth at Top Retailer Sites

Dec. 1 - Dec. 5, 2008 vs. Corresponding Shopping Days in 2007

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

Retail Site Category	Unique Visitors (000)		Percent Change
	2007	2008	
Retail Site Category	118,393	121,271	2 %
eBay	40,180	36,631	-9 %
Amazon Sites	26,859	29,505	10 %
Wal-Mart	18,183	19,514	7 %
Target Corporation	16,273	15,905	-2 %
Apple Inc.	9,290	11,943	29 %
Best Buy Sites	9,350	8,561	-8 %
JCPenney Sites	6,657	6,435	-3 %
Overstock.com	6,930	5,874	-15 %
Toysrus Sites	6,434	5,969	-7 %
Dell	6,740	5,611	-17 %

#### comScore's Summary of 2008 Holiday Online Retail Spending by Key Time Period

Online Non-Travel (Retail) Holiday Consumer Spending

Excludes Auctions and Large Corporate Purchases

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

	Millions (\$)		Pct Change
	2007	2008	
January - October	\$93,551	\$102,144	9 %
comScore Holiday Season Forecast (Nov-Dec)	\$29,169	\$29,200**	0 %**

November 27 (Thanksgiving Day)*	\$273	\$288	6 %
November 28 (Black Friday)*	\$531	\$534	1 %
December 1 (Cyber Monday)*	\$733	\$846	15 %

\* Versus Corresponding Shopping Day in 2007 Relative to Thanksgiving

\*\*Forecast

#### About comScore

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

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX