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## **comScore Media Metrix Ranks Top 50 U.S. Web Properties for July 2009**

### ***Web Users Travel Eco-Friendly to Green Sites***

### ***Toy Site and Teen Site Visitation Spikes During Summer Vacation***

**RESTON, VA, Aug 20, 2009** – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. Web activity at the top online properties for July 2009 based on data from the comScore Media Metrix service. Green Sites and Auto Manufacturer Sites saw gains after the launch of the federal ‘Cash for Clunkers’ program. Online visitation to toy sites and teen sites gained as students looked for ways to fill their summer vacation free time.

### **Americans Go Green for Extra Green**

Americans sought information about green initiatives surrounding automotive transportation with the launch of the federal ‘Cash for Clunkers’ program, with visitation to Green sites growing 15 percent in July to 17.5 million visitors. NaturalPath Media led the category with 2.1 million visitors, followed by Yahoo! Green with 1.9 million and ECOMII with 1 million.

Auto Manufacturer sites saw growth as well, jumping 14 percent to 27.1 million visitors, representing a high for the category in the past year. General Motors led the category with 7 million visitors (up 20 percent). Toyota grabbed the #2 position with 6.9 million (up 46 percent) and also ranked second among the top gaining properties in July. Ford Motor Company ranked third with 6.2 million (up 12 percent), followed by Honda with 4 million (up 23 percent) and Chrysler with 3.1 million (up 20 percent).

“The ‘Cash for Clunkers’ program contributed largely to the growth of Green sites and Auto Manufacturer sites in July,” said Jack Flanagan, comScore executive vice president. The combination of owning a more fuel-efficient car while receiving a cash-back bonus really sparked the interest of many

Americans, who were prompted to visit these sites to gather information on the program and ultimately determine whether it was something from which they might benefit.”

### **Toy Sites and Teen Sites Keep Vacationing Students Busy**

Summer vacation means more leisure time for children, prompting parents to scour toy sites for fun activities to keep their kids occupied. The category attracted 18.6 million visitors in July, representing a 14-percent increase versus the prior month. Toysrus Sites led the category with 6.6 million visitors, followed by the LEGO Group with 2.9 million and Disney Shopping with 1.6 million. Ty Trade LLC ranked fourth in the category with 1.4 million visitors, up 148 percent due to their Teenie Beanie Babies promotion for McDonald's Happy Meals.

Teens are also not immune to summer boredom, and looked to the Web for amusement in July. The Teens category grew 10 percent to 29.7 million visitors during the month. Alloy Digital Network ranked #1 in the category with nearly 11.6 million visitors (up 15 percent). Zwinky had 6.8 million visitors (up 13 percent), followed by MYYEARBOOK.COM with 5 million visitors (up 8 percent) and Nickelodeon Teens with 3.2 million visitors.

### **Top 50 Properties**

Google Sites continued to lead as the most visited property in July with nearly 158 million visitors, followed by Yahoo! Sites with 156.5 million visitors and Microsoft Sites with 129 million visitors. Facebook.com moved up again in the rankings to #5, marking its highest-ever ranking. Answers.com Sites ascended 5 spots to #26 with 28.4 million visitors. Gorilla Nation jumped 4 positions to #31, while Twitter moved up the rankings to the #42 position with 20.1 million visitors.

### **Top 50 Ad Focus Ranking**

AOL Advertising (renamed from Platform-A) led the July Ad Focus ranking, reaching 91 percent of all Americans online. Yahoo! Network ranked second, reaching 88 percent of the population, while ValueClick Networks ranked third with an 83-percent reach. Yahoo! Sites and Microsoft Media Network each climbed one spot grabbing the #5 and #9 positions, respectively. Google climbed two spots to the #8 position with a reach of 77 percent.

Table 1

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)</b> <b>July 2009 vs. June 2009</b> <b>Total U.S. - Home, Work and University Locations</b> <b>Source: comScore Media Metrix</b>				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Jun-09	Jul-09	% Change	
<i>Total Internet : Total Audience</i>	193,896	195,538	1	<i>N/A</i>
Betawave Partners - Partial List	7,405	12,770	72	81
Toyota	4,762	6,931	46	167
Heavy Networks	3,762	5,302	41	227
Examiner.com Sites	4,367	6,097	40	200
EducationDynamics, LLC	3,650	5,078	39	234
Office Depot	3,564	4,791	34	250
GN Kids (Gorilla Nation)	3,612	4,823	34	247
Intergi Entertainment And Games	6,754	8,845	31	127
NFL Internet Group	6,035	7,862	30	141
Ganz	4,624	5,759	25	212

\*Ranking based on the top 250 properties in July 2009.

Table 2

<b>comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.)</b> <b>July 2009 vs. June 2009</b> <b>Total U.S. - Home, Work and University Locations</b> <b>Source: comScore Media Metrix</b>			
	Total Unique Visitors (000)		
	Jun-09	Jul-09	% Change
<i>Total Internet : Total Audience</i>	193,896	195,538	1
Green	15,240	17,466	15
Toys	16,370	18,602	14
Auto Manufacturer	23,894	27,144	14
Consumer Goods	19,707	22,139	12
Incentives	13,342	14,920	12
Gay/Lesbian	3,189	3,552	11
Politics	12,977	14,421	11
Teens	26,892	29,692	10
e-cards	18,458	20,349	10
Beauty/Fashion/Style	24,861	27,358	10

Table 3

comScore Top 50 Properties (U.S.)

July 2009

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	195,538				
1	Google Sites	158,820		26	Answers.com Sites	28,380
2	Yahoo! Sites	156,506		27	Target Corporation	28,239
3	Microsoft Sites	129,339		28	Expedia Inc	27,572
4	AOL LLC	104,759		29	WordPress	27,461
5	FACEBOOK.COM	87,748		30	The Mozilla Organization	27,173
6	Fox Interactive Media	80,895		31	Gorilla Nation	26,769
7	Ask Network	79,326		32	Superpages.com Network	26,738
8	eBay	73,089		33	Bank of America	26,130
9	Amazon Sites	66,545		34	Photobucket.com LLC	26,091
10	Wikimedia Foundation Sites	62,075		35	Break Media	23,685
11	Apple Inc.	57,699		36	AT&T, Inc.	23,628
12	Glam Media	54,021		37	Real.com Network	23,465
13	CBS Interactive	52,978		38	United Online, Inc	22,668
14	Viacom Digital	51,412		39	NetShelter Technology Media	22,612
15	Turner Network	51,123		40	ESPN	21,654
16	craigslist, inc.	46,796		41	Weatherbug Property	21,380
17	New York Times Digital	45,118		42	TWITTER.COM	21,249
18	Weather Channel, The	41,095		43	Time Warner - Excluding AOL	21,124
19	Adobe Sites	39,087		44	Everyday Health	20,823
20	Comcast Corporation	36,642		45	Gannett Sites	20,640
21	Disney Online	33,940		46	NBC Universal	20,309
22	Wal-Mart	33,147		47	iVillage.com: The Womens Network	20,252
23	Verizon Communications Corporation	32,628		48	Experian Interactive	20,239
24	Demand Media	31,316		49	CareerBuilder LLC	20,200
25	AT&T Interactive Network	31,312		50	JPMorgan Chase Property	19,913

Table 4

**comScore Ad Focus Ranking (U.S.)****July 2009****Total U.S. - Home, Work and University Locations****Unique Visitors (000)****Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Total Unique Visitors (000)	% Reach
	Total Internet : Total Audience	195,538	100.0				
1	AOL Advertising**	178,542	91%	26	AdBrite**	113,606	58%
2	Yahoo! Network**	171,778	88%	27	ADSDAQ by ContextWeb**	112,047	57%
3	ValueClick Networks**	162,262	83%	28	Digital Broadcasting Group (DBG) - Potential Reach	110,802	57%
4	Google Ad Network**	161,892	83%	29	AOL Media Network	104,759	54%
5	Yahoo! Sites	156,506	80%	30	Undertone Networks**	102,383	52%
6	Specific Media**	155,834	80%	31	YOUTUBE.COM	98,194	50%
7	FOX Audience Network**	155,185	79%	32	MSN	92,566	47%
8	Google	150,940	77%	33	Pulse 360**	89,298	46%
9	Microsoft Media Network US**	149,485	76%	34	Adify**	88,248	45%
10	24/7 Real Media**	146,840	75%	35	FACEBOOK.COM	87,748	45%
11	Tremor Media - Potential Reach	142,965	73%	36	Vibrant Media**	82,153	42%
12	Tribal Fusion**	141,829	73%	37	Ask Network	79,326	41%
13	YuMe Video Network - Potential Reach	138,666	71%	38	Monster Career Ad Network (CAN)**	78,017	40%
14	Traffic Marketplace**	137,116	70%	39	Kontera**	76,655	39%
15	CPX Interactive**	136,428	70%	40	NNN Total Newspapers: U.S.	73,465	38%
16	Casale Media - MediaNet**	134,872	69%	41	Centro - Potential Reach	71,478	37%
17	ScanScout Network - Potential Reach	131,803	67%	42	Windows Live	68,276	35%
18	AudienceScience (formerly Revenue Science)**	130,518	67%	43	MYSPACE.COM*	68,250	35%
19	interCLICK**	129,302	66%	44	ITN Digital - Potential Reach	65,744	34%
20	Collective Network by Collective Media**	127,490	65%	45	TattoMedia**	64,287	33%
21	Turn, Inc**	124,071	63%	46	Bing	62,491	32%
22	BrightRoll Video Network - Potential Reach	122,824	63%	47	MSN.COM Home Page	60,148	31%
23	Advertising.com Video Network - Potential Reach	121,573	62%	48	MediaWhiz**	59,653	31%
24	Burst Media**	120,423	62%	49	IAC Ad Solutions	58,159	30%
25	Adconion Media Group**	118,385	61%	50	Intergi - Potential Reach	57,018	29%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in July. For instance, Yahoo! Sites was seen by 79 percent of the nearly 194 million Internet users in July.

\* 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 and preferred source of digital marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).