

For Immediate Release:
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SURFERS FLOCK TO WEB TO SEND MOTHER'S DAY FLOWERS AND GIFTS, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK – May 14, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that surfers at home flocked to the Web during the week ending May 5, to send flowers, gifts and online greetings in anticipation of Mother's Day on May 11.

Traffic to FTD.com skyrocketed 238 percent this past week to 190,000 Web surfers, as shoppers logged online to send special floral arrangements and gifts. 1800flowers.com drew more than 324,000 surfers, jumping 92 percent in traffic, as compared to 169,000 visitors the week prior. Both FTD and 1800flowers.com attracted a predominantly female audience, with a 61/39 and a 63/37 gender split, respectively.

"Specialty gifts and flowers sites attract shoppers online during special occasions throughout the year, making shopping easier, for surfers to find that perfect gift with an array of unique presents and easy delivery," said Dawn Brozek, Internet analyst, NetRatings.

The following set of at-home and at-work information includes: Top 10 Parent Companies, providing a business-driven perspective of the Internet, Top 10 Brands, offering a consumer view of the Internet, and Top 10 Advertisers and Average Web Usage for the week ending May 5, 2002.

Nielsen//NetRatings Top 10 Web Sites by Parent Company

April 29 – May 5, 2002

Ranking of the Most Visited Web Parents

Top 10 Parent Companies, At-Home

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	38,559	0:14:37
2. Microsoft	37,751	0:26:47
3. Yahoo!	34,245	0:35:13
4. Google	11,140	0:07:54
5. eBay	8,828	0:54:30
6. Terra Lycos	8,655	0:08:12
7. About-Primedia	8,235	0:08:59
8. Amazon	7,033	0:08:22
9. AT&T	4,928	0:13:54
10. Viacom International	4,908	0:15:07

Top 10 Parent Companies, At-Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	24,125	0:38:05
2. Yahoo!	21,534	0:46:40
3. AOL Time Warner	19,935	0:28:17
4. Google	10,039	0:10:12
5. Amazon	6,820	0:10:07
6. eBay	6,367	0:44:20
7. Terra Lycos	6,192	0:08:30
8. About-Primedia	6,076	0:12:45
9. USA Network	4,395	0:11:31
10. Landmark Communications	4,113	0:07:01

Example: The data indicate that 4.9 million home Internet users visited at least one of the Viacom International -owned sites during the week, and each person spent, on average, a total of 15 minutes and 7 seconds at one or more of their sites.

Notes: Rankings are based on audience measurement of people who have access to the Internet at-home and at-work. Work rankings are based on persons at work who have access to a non-shared personal computer.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent

collection of branded content. Reach is a measure of the unduplicated audience that visits a property. The data are expressed as the percentage of the total universe of Internet users who logged onto the Internet at least once during the reporting period.

Nielsen//NetRatings Top 10 Web Sites by Brands

April 29 – May 5, 2002

Ranking of the Most Visited Web Brands

Top 10 Brands, At-Home

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	34,064	0:35:13
2. MSN	32,761	0:27:43
3. AOL.com	27,340	0:11:03
4. Microsoft	23,163	0:04:28
5. Google	11,140	0:07:54
6. eBay	8,783	0:54:46
7. Lycos Networks	7,756	0:08:43
8. Netscape	6,958	0:10:41
9. Amazon	6,632	0:07:10
10. AT&T	4,928	0:13:54

Top 10 Brands, At-Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	21,501	0:46:33
2. MSN	20,710	0:39:55
3. Microsoft	15,011	0:06:08
4. Google	10,039	0:10:12
5. AOL.com	9,964	0:17:59
6. Netscape	7,760	0:26:49
7. Amazon	6,596	0:08:58
8. eBay	6,326	0:44:36
9. Lycos Networks	5,775	0:08:57
10. CNN	4,932	0:15:55

Nielsen//NetRatings AdRelevance Top 10 Advertisers

April 29 – May 5, 2002

Top advertisers, ranked by impressions, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Advertiser*	Impressions (000)
1. Bertelsmann AG	753,118
2. Amazon.com, Inc.	735,415
3. Columbia House Company	710,619
4. Barnes & Noble, Inc.	553,632
5. eDiets.com, Inc.	540,571
6. Classmates.com	491,905
7. 1-800-FLOWERS.COM, Inc.	389,425
8. USA Networks, Inc.	383,699
9. Netstock Corporation	329,209
10. Bank One Corporation	307,459

*Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 307.5 million Bank One Corporation advertisements were rendered for viewing during the surfing week.

Nielsen//NetRatings Average Internet Usage

April 29 – May 5, 2002

Data below represent activity for the average Internet user during the designated weekly period.

	Current Week At- Home	% Change from Last Week	Current Week At- Work	% Change from Last Week
Number of Sessions per Week	7	0	13	0
Page Views per Week	236	-2.5	447	0.4
Page Views per Surfing Session	35	-2.8	34	0
Time Spent per Week	3:30:27	-1.9	7:08:01	+1.1
Time Spent during Surfing Session	0:31:12	-1.2	0:32:36	-0.3
Duration of a Page Viewed	0:00:53	0	0:00:58	-0.3
Active Internet Universe (actually surfed)	79.1 million	0	40.0 million	+0.2
Current Internet Universe Estimate (had access, but did not necessarily go online)	165.9 million	0	47.7 million	0

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

Editor's Note: Please source all data to Nielsen//NetRatings or Nielsen//NetRatings AdRelevance.

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