

## Contacts:

NetRatings (Investors)  
Mary McGowan  
01-(650) 470-4226  
mary@stapleton.com

NetValue (Press)  
Anne Rouvin  
33 1 41 92 19 12  
Anne.rouvin@netvalue.com

NetRatings (U.S. Press)  
Maria Bumatay  
01-(408) 586-7560  
mbumatay@netratings.com

NetValue (Investors)  
Fabrice Berté  
33 1 41 92 19 35  
fabrice.berte@netvalue.com

NetRatings (Europe Press)  
Lucy Green  
44 1865 732 388  
lucy.green@eratings.com

## NETRATINGS TO ACQUIRE NETVALUE

*Acquisition Will Further Solidify Nielsen//NetRatings as the Global Standard for Internet Audience Measurement and Analysis*

**Milpitas, Calif. & Neuilly sur Seine, France** — August 5, 2002—NetRatings, Inc. (Nasdaq: NTRT), the global standard in Internet audience measurement and analysis, and NetValue SA announced today that NetRatings has agreed to acquire a controlling interest in NetValue, an international provider of Internet audience behavior measurement services listed on the *Nouveau Marché of Euronext Paris S.A.* Following its acquisition of the controlling interest, NetRatings will initiate a tender offer to acquire the remaining outstanding shares of NetValue. Once complete, the acquisition will create a unified international standard for the measurement and analysis of consumer behavior online, reaffirming Nielsen//NetRatings as the global standard in Internet audience measurement and analysis.

In the agreement signed today by NetRatings, NetValue and NetValue's majority shareholders, NetRatings will acquire a 52 percent ownership position in NetValue through the direct purchase of 4,603,069 shares of common stock from majority shareholders at €2 per share. Payment will be approximately 80 percent cash and approximately 20 percent NetRatings' common stock, evaluated on the basis of the weighted average U.S. Dollar closing price for NetRatings common stock as quoted for the ten trading days preceding August 2, 2002, and the purchase is anticipated to close by August 12th. The trading of NetValue stock on the *Nouveau Marché* will be temporarily suspended. Upon the acquisition of the controlling interest, NetValue's board will be reconstituted to provide NetRatings with majority control and Lennart Brag will continue to serve as chairman of the board of directors.

The required tender offer for the remaining NetValue shares of €2 in cash per share, the price of which is subject to approval by the French *Conseil des Marchés Financiers*, will be filed shortly. The full amount for the complete acquisition of NetValue is expected to be approximately €18.1 million based upon a €2 per share price (\$17.7 million based on recent exchange rates).

Key assets of NetValue include Internet audience measurement services in nine countries with over 200,000 panelists in Europe and Asia including NetValue's new MegaPanel™ business in the UK, Germany, and France, over 130 clients, innovative Internet metering and reporting technologies, €11.5 million in cash and no debt. NetValue clients include AOL, Amazon, Terra Networks, France Telecom, Deutsche Telekom, Deutsche Bank, BNP Paribas, Allianz, Carat, BBC, M6, ZDF, Universal McCann, Procter & Gamble, and Tesco et Danone.

Through the acquisition, NetRatings will integrate the best services, methodologies and technologies from NetValue into the industry leading Nielsen//NetRatings services to provide a global standard for both NetRatings and NetValue clients, including the NetRatings clients acquired from Jupiter Media Metrix and ACNielsen eRatings.com in May 2002.

“We are excited about bringing NetValue’s unique strengths into the NetRatings family, and will incorporate some of their industry leading technologies across our services globally,” said William Pulver, president and CEO, NetRatings. “Having successfully completed the operational integration of eRatings and Jupiter MMXI’s International audience measurement businesses, we anticipate a smooth transition with NetValue that will enhance the range of services we provide our clients, and further solidify Nielsen//NetRatings as the global standard in Internet audience measurement and analysis.”

“The synergy between NetRatings and NetValue will deliver a single industry standard for measuring Internet user behavior, helping to accelerate growth and acceptance of the Internet,” said Lennart Brag, chairman and CEO, NetValue. “The integration of our respective services will provide clients with a better understanding of online user behavior, providing a common independent currency upon which partnerships can be arranged, advertisements placed, users targeted and success measured.”

#### **About NetRatings, Inc.**

NetRatings, Inc. ([www.netratings.com](http://www.netratings.com)) provides the global standard in Internet audience measurement and analysis. Its technology driven products and services enable customers to make informed business-critical decisions regarding their Internet media and commerce strategies. NetRatings has strategic relationships with both Nielsen Media Research, the leading source of television audience measurement and related services in the U.S. and Canada, and ACNielsen, a leading provider of market research information and analysis to the consumer products and services industries.

#### **About NetValue S.A.**

NetValue, a global leader in Internet intelligence, delivers unprecedented insight into online user behavior, e-business, Internet trends and activity by incorporating its superior technology and research methodology. NetValue provides online and offline insights into consumer behavior that help companies improve their strategy and maximize their revenues. NetValue's technology provides unparalleled flexibility and scalability to customize offerings and tailor products to meet clients' specific business needs. It delivers the greatest depth and breadth of protocol measurement, capturing all Internet protocol activity including: web, email, chat, audio, video, games, instant messaging etc. Founded in France in 1998, NetValue has operations in the UK, France, Germany, Spain, Italy, Hong Kong, Singapore, Korea and Taiwan.

#### **Safe Harbor Statement**

This press release contains statements that may constitute forward-looking statements pursuant to the safe harbor provisions of the Private Litigation Reform Act of 1995. These statements are based on current expectations and assumptions and involve a number of uncertainties and risks that could cause actual results to differ materially from those currently expected. The potential risks and uncertainties include, among others:

- Risks associated with our ability to acquire all of the outstanding shares of NetValue and the impact that failure to do so could have on the realization of the anticipated benefits of this transaction.
- Risks associated with the successful integration of NetValue's business,
- Risks related to the growth of online advertising
- Risks associated with the rapidly evolving market for our products and services
- The increasingly competitive market for online advertising research services and Internet audience measurement and analytical services
- Uncertainties about future costs of building and maintaining our audience measurement panels

- Our continued dependence on ACNielsen for certain support services related to our international operations

Additional information about potential factors that may affect NetRatings' business and financial results is included in its annual report on Form 10K for the year ended December 31, 2001 and its quarterly report on form 10Q for the 3 month period ended March 31, 2002 including, without limitation, under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Factors That May Affect Our Performance." Each of these documents is on file with the SEC and is available free of charge. Additional information will also be set forth in NetRatings' quarterly report on Form 10Q for the 3 month period ending on June 30, 2002, which will be filed with the SEC in the near future. NetRatings does not undertake to update any forward-looking statement that may be made from time to time by it or on behalf of the Company.