

For Immediate Release:
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TRAFFIC JUMPS AT REAL ESTATE WEB SITES, AS MORTGAGE RATES REACH RECORD LOWS, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK – August 16, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic spiked at various home and real estate Web sites, as mortgage rates continued to drop lower in recent weeks.

Century21.com attracted 153,000 unique visitors at home for the week ending August 11, increasing 25 percent since the week ending July 21, when 30-year mortgage rates began its decline to its lowest levels in years. Traffic to Homestore.com jumped 12 percent to 674,000 unique visitors, while MSN HomeAdvisor attracted 705,000 unique visitors, rising 11 percent. Realtor.com grew eight percent to 939,000 unique visitors last week, compared to 867,000 visitors during the week ending July 21.

“Real estate Web sites make the home-buying process a little less arduous, serving as a useful resource with the latest information on listings, mortgage rates, and tips for buying and selling a home,” said Kim Pillon, Internet analyst, Nielsen//NetRatings. “With 15 and 30-year mortgage rates at record lows, Americans are increasingly turning to the Web to get information on refinancing their homes or searching for new ones.”

Additional data highlights for the week ending August 11, 2002:

- **“The Anna Nicole Show” Draws Surfers to E! Online**

The latest entrant into the reality-based television line-up, “The Anna Nicole Show,” drove 17 percent more traffic to E! Online, according to Nielsen//NetRatings. The site attracted more than one million unique visitors for the week ending August 11, with surfers logging on to view a picture gallery of Anna Nicole Smith, the former supermodel and star of the series.

- **Sweepstakes Boost Traffic to Retail Sites**

Old Navy soared 56 percent to 549,000 unique visitors for the week ending August 11. Thirty-five percent of shoppers logged on for a chance to win \$10,000. COMPUSA.com’s \$10,000 sweepstakes also drew surfers online, as the site’s traffic jumped 43 percent to 238,000 unique visitors. Nineteen percent of the site’s audience visited the special sweepstakes page.

- **Weight Watchers Draws Traffic with Recipes**

Traffic to Weight Watchers jumped 35 percent at work for the week ending August 11. Weight Watchers attracted 429,000 office workers with 36 percent of the site’s audience viewing the recipe of the day.

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.

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