



Nielsen//NetRatings



For Immediate Release:

NetRatings, Inc.
The Webby Awards

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**THE WEBBY AWARDS AND NIELSEN//NETRATINGS HONOR SNAPFISH.COM AS
THE INTERNET'S RISING STAR**

Online Photo Service Captures Award by Nearly Doubling its Audience Size

NEW YORK — June 6, 2003— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today announced the recipient of the Rising Star award at the 7th Annual Webby Awards. Based on Nielsen//NetRatings' Internet audience rankings, Snapfish.com was honored as the Web's fastest growing site.

Nielsen//NetRatings and the Webby Awards created the Rising Star award to honor and recognize the fastest growing Web site in the U.S., measuring unique audience traffic at home and at work during the month of April 2003, as compared to the first three months of the year. In order to qualify, sites met a 500,000 unique audience minimum. These measurements were based on Nielsen//NetRatings' panel of randomly selected Internet surfers.

"Nielsen//NetRatings is excited to award such a special distinction, which allows us to showcase online consumer activity and highlight the Web at its best," said Sean Kaldor, vice president of corporate marketing and new business development, NetRatings.

Hailed as the "online Oscars" by *Time Magazine*, The Webby Awards is the leading international honors for Web sites. The Webby Awards are presented by the International Academy of Digital Arts and Sciences, a diverse organization that includes over 420 members such as musicians Beck and David Bowie, Internet inventor Vint Cerf, political columnist Arianna Huffington, Real Networks CEO Rob Glaser, "Simpsons" creator Matt Groening, "Smart Mobs" author Howard Rheingold, Oracle chairman Larry Ellison, and The Body Shop president Anita Roddick.

About the Webby Awards

Founded in 1996, The Webby Awards is the leading international honors for consumer Web sites and individual achievement in technology and creativity. The International Academy of Digital Arts and Sciences selects the nominees, winners, and presents the awards event. Sponsors of The 7th Annual Webby Awards include media partners Business 2.0, Fortune and Fortune Small Business magazines; Event partners PricewaterhouseCoopers and Nielsen//NetRatings; Official Sponsors NetSprout, Gershoni, CUworld, The Creative Group, IDG, Absolut Vodka, Comstock Images, and Rackspace Managed Hosting. For more information visit <http://www.webbyawards.com/>.



About the International Academy of Digital Arts and Sciences

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and evolving forms of interactive media. The Academy's goal is to assemble a brilliant panel of leading new media experts, visionaries, journalists, and luminaries to propel the Internet and Interactive Technology into the future. The Academy is an intellectually diverse organization that includes over 420 members such as musicians Beck and David Bowie, Internet inventor Vint Cerf, political columnist Arianna Huffington, Real Networks CEO Rob Glaser, "The Simpsons" creator Matt Groening, "Smart Mobs" author Howard Rheingold, Oracle chairman Larry Ellison, and The Body Shop president Anita Roddick.

Members also include web developers, internet experts and technology writers and editors from publications such as *The New York Times*, *Wired*, *Forbes*, *Spin*, *Fast Company*, *Travel + Leisure*, *the Los Angeles Times*, *Dwell* and *wallpaper*. For more information, visit <http://www.iadas.net>.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

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