



For Immediate Release:
NetRatings, Inc.

Grace Kim (408) 941-2932

WEDDING DRESS AUCTION SPARKS DAILY TRAFFIC TO EBAY, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK —April 29, 2004— Nielsen//NetRatings Overnight Analysis shows daily Web traffic to an eBay auction for a size 12 wedding gown attracted 1.5 million office workers on Wednesday. The page fell below normal reporting levels the day prior. The gown was put up for sale by a disgruntled divorcee, drawing cult-like attention from the Internet community and the media in just a week.

In comparison, weekly traffic for the U.S. Department of Defense saw 1.4 million unique workers for the week ending April 25. Web surfers got a good chuckle over the man's story of why he was selling the dress and photos of him modeling it, spending an average of six minutes on the page. At-home, traffic to the page jumped 133 percent to 726,000 unique visitors on Wednesday.

The auction ended yesterday with the dress selling for \$3,850.00.

"This just goes to show what a little creative storytelling and emailing will do for online promotion," said Leslie Marable, senior analyst, Nielsen//NetRatings. "The auction attracted a large number of Web users in a very short amount of time."

The most recent count shows the page registered more than 8.6 million hits, according to its page counter.

Additional Nielsen//NetRatings' Week on the Web:

- **Kerry Leads Bush Online**

The John Kerry For President Web site attracted 424,000 unique visitors at home during the week ending April 25, a ten percent lead over the 384,000 unique visitors surfing the Bush Cheney '04 Web site, according to Nielsen//NetRatings.

Kerry continued his narrow gain during March 2004, drawing more than two million unique visitors, or eight percent more than Bush's 1.9 million unique visitors from home and work combined.

- **NFL Draft Drives Fans to NFL.com**

NFL.com spiked 59 percent at home, during the week ending April 25 as the 2004 NFL Draft took place on April 24 and 25. Thirty percent of the site's 2.3 million visitors logged onto the Draft Tracker page to view round one picks.

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, WebRF, LemonAd, MegaPanel and SiteCensus 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.

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