

For Immediate Release:
NetRatings, Inc.

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MSN MAPS AND DIRECTIONS' NEW VIRTUAL EARTH SERVICE CAPTURES FASTEST GROWING SITE AT HOME AND AT WORK LAST WEEK, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK – August 5, 2005 – Nielsen//NetRatings, a global leader in Internet media and market research, reported today that MSN Maps and Directions, with the launch of its satellite mapping site Virtual Earth, ranked No. 1 in week-over-week unique audience growth during the final week of July, garnering a substantial 175 percent and 71 percent traffic increase at home and at work, respectively (see Tables 1 and 2).

Two weeks ago, MSN Maps and Directions launched its highly anticipated Virtual Earth site, which allows visitors not only to map specific locations, but also to view those locations via satellite photo. The result has been a marked increase in visitors, from 438,000 at home during the week ending July 24, to 1.2 million during the most recent week. At work the differential is significant as well, as audience traffic increased from 845,000, to 1.4 million weekly visitors.

"Satellite mapping captivates a substantial audience because people are curious to see familiar places from a dramatic perspective," said Gerry Davidson, senior media analyst, Nielsen//NetRatings. "People are also fascinated with the new technology and its ability to combine up-close satellite imagery with local search capabilities."

Table 1: Week-Over-Week Comparison of MSN Maps and Directions & Google Maps (U.S., Home Only)

Site	7/24/05 Unique Audience (000)	7/31/05 Unique Audience (000)	Week-over-Week Growth (%)
MSN Maps and Directions	438	1,205	175%
Google Maps	2,519	2,523	0%

Source: Nielsen//NetRatings, August 2005

Table 2: Week-Over-Week Comparison of MSN Maps and Directions & Google Maps (U.S., Work Only)

Site	7/24/05 Unique Audience (000)	7/31/05 Unique Audience (000)	Week-over-Week Growth (%)
MSN Maps and Directions	845	1,447	71%
Google Maps	2,790	2,719	-3%

Source: Nielsen//NetRatings, August 2005

By comparison, Google Maps enjoyed a week-over-week growth of 24 percent at home and 33 percent at work nearly two weeks after the launch of its satellite Internet application Google Earth (see Table 3). This past week Google Maps continued to attract a large audience, with 2.5 million unique visitors at home and 2.7 million unique visitors at work. Note: Google Maps is an aggregation of maps.google.com and earth.google.com.

Table 3: Google Maps Week-Over-Week Growth

Source	7/3/05 Unique Audience (000)	7/10/05 Unique Audience (000)	Week-over-Week Growth (%)
U.S., Home Only	1,690	2,101	24%
U.S., Work Only	1,824	2,425	33%

Source: Nielsen//NetRatings, August 2005



Additional Nielsen//NetRatings' Week on the Web:

- **Shuttle Flight Launches Traffic to NASA.gov**

NASA.gov skyrocketed 101 percent during the week ending July 31, according to Nielsen//NetRatings, as Web surfers logged on for information on the first shuttle mission in two years. Seventeen percent of the site's 2.5 million unique home and work visitors logged onto NASA's Human Space Flight page for daily updates of the Discovery mission, information on the International Space Station and other space news.

- **Summer Sends Surfers to Kraft Food and Cooking**

Traffic to Kraft Food and Cooking spiked 105 percent during the week ending July 31, attracting 879,000 at-home visitors. With summer in full swing, nearly 10 percent of visitors researched classic summertime BBQ recipes.

- **BirthdayAlarm.com Drives Traffic Online**

BirthdayAlarm.com jumped 40 percent at home during the week ending July 31. The site attracted 524,000 unique visitors with 42 percent of the audience logging on to enter their date of birth into a friend's calendar, while 35 percent signed on to set birthday reminders.

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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

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