

For Immediate Release:
NetRatings, Inc.

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HURRICANE KATRINA DRIVES CONCERNED WEB USERS ONLINE TO WEB SITES FOR RED CROSS, NOAA, NEWS AND WEATHER, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK—September 1, 2005— Nielsen//NetRatings, a global leader in Internet media and market research, reported today that concerned Web users visited a range of Web sites, including the sites for the Red Cross, U.S. National Oceanic and Atmospheric Administration (NOAA), top news and weather destinations, to access information on Hurricane Katrina. These sites provided Web users with ways to contribute aid and to access the latest updates on devastated areas.

Nielsen//NetRatings Daily Overnight Analysis reported traffic to RedCross.org skyrocketed 184 percent overnight, attracting more than 1.1 million people on Wednesday, August 31 as compared to 390,000 unique visitors on Tuesday, August 30 (see Table 1). In comparison, RedCross.org saw 1.1 million unique visitors during the entire month of December 2004 in response to the South-East Asian tsunami disaster, which grew to more than two million in January 2005.

Approximately \$21 million in individual donations have been collected so far, with \$15 million of the sum received online as reported in an Associated Press article dated September 1, quoting Kara Bunte, Red Cross spokeswoman.

Table 1: Daily Traffic to Redcross.org, August 30-31 (U.S., Home and Work)

Site	8/30 Unique Audience (000)	8/31 Unique Audience (000)	Growth
redcross.org	392*	1,112	184%

Source: Nielsen//NetRatings, September 2005

* Indicates these estimates are calculated on small sample sizes and are subject to increased statistical variability as a result.

Traffic to the National Oceanic and Atmospheric Administration Web site grew an astronomical 402 percent in a Monday-to-Monday daily traffic comparison (see Table 2). NOAA.gov, which posted updates and aerial photos of the outlying hurricane areas, attracted more than 3.2 million unique visitors on Monday, August 29 compared to 640,000 unique site visitors a week prior.

Table 2: Daily Traffic to U.S. National Oceanic & Atmospheric Administration Site, Aug. 22 vs. Aug. (U.S., Home and Work)

Site	8/22 Unique Audience (000)	8/29 Unique Audience (000)	Growth
NOAA.gov	641*	3,221	402%

Source: Nielsen//NetRatings, September 2005

* Indicates these estimates are calculated on small sample sizes and are subject to increased statistical variability as a result.

Web surfers looking for news and weather updates visited a variety of TV, print and dedicated weather destinations for the latest Hurricane Katrina information. Leading the fastest growing Monday-to-Monday daily traffic rise and each experiencing triple-digit growth, Advance Internet drew 1.4 million people on Monday, August 29 due to its NOLA.com, followed by ABCNEWS Digital and MSNBC, which attracted 1.1 million and 6.5 million unique visitors, respectively (see Table 3). WorldNow and Fox News rounded out the top five sites, jumping 95 percent and 84 percent to 1.1 million and 2.0 million unique visitors, respectively.

Weather Channel and AccuWeather's dedicated sections to Hurricane Katrina coverage drove 7.7 million and 961,000 unique visitors to the sites in a week-over-week comparison, garnering 73 percent and 55 percent in respective growth.



Table 3: Top 10 Fastest Growing News & Weather Sites, Aug. 22 vs. Aug. 29 (U.S., Home and Work)

Site	8/22 Unique Audience (000)	8/29 Unique Audience (000)	Growth
Advance Internet	516*	1,395	170%
ABCNEWS Digital	486*	1,102	127%
MSNBC	3,181	6,532	105%
WorldNow	558*	1,086	95%
Fox News	1,106	2,037	84%
Weather Channel	4,482	7,736	73%
AOL News	1,833	3,126	71%
AccuWeather	622*	961	55%
Internet Broadcasting	1,474	2,140	45%
CNN	4,817	6,917	44%

Source: Nielsen//NetRatings, September 2005

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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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