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ONLINE SEARCHES GROW 55 PERCENT YEAR-OVER-YEAR TO NEARLY 5.1
BILLION SEARCHES IN DECEMBER 2005, ACCORDING TO
NIELSEN//NETRATINGS

Google Sees Five-Point Gain in Search Share Rankings

NEW YORK—February 9, 2006—Nielsen//NetRatings, a global leader in Internet media and market
research, today reported that the total number of searches in the U.S. conducted across approximately 60
search engines grew 55 percent year-over-year to nearly 5.1 billion searches in December 2005 (see
table 1). There were 3.3 billion searches conducted via search engines in December 2004.

While the number of searches conducted online swelled, the number of people connecting to the Internet
rose a mere three percent to 207 million people in the U.S.

“The double-digit increase in online search activity marks a significant milestone in the evolution of
Internet consumer behavior,” said Ken Cassar, senior director of analytics, Nielsen//NetRatings. “Online
search is the primary tool most people rely on to do everyday research.”

Table 1. Growth in Total Searches, Dec 2004 vs. 2005 (U.S.)

<table>
<thead>
<tr>
<th>Dec-04 Searches (000)</th>
<th>Dec-05 Searches (000)</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,279,770</td>
<td>5,069,377</td>
<td>55%</td>
</tr>
</tbody>
</table>

Source: Nielsen//NetRatings MegaView Search, February 2006

Google rose nearly six percentage points to garner a 49 percent share of all searches in December 2005
from a year prior (see Table 2). Yahoo! Search and MSN Search experienced slight declines in their
search share points.

Table 2. Top 3 Percentage Point Changes in Search Share Rankings (U.S.)

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Dec-04 Search Share</th>
<th>Dec-05 Search Share</th>
<th>Change in Percentage Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Search</td>
<td>43.1%</td>
<td>48.8%</td>
<td>5.7</td>
</tr>
<tr>
<td>Yahoo! Search</td>
<td>21.7%</td>
<td>21.4%</td>
<td>-0.3</td>
</tr>
<tr>
<td>MSN Search</td>
<td>14.0%</td>
<td>10.9%</td>
<td>-3.1</td>
</tr>
</tbody>
</table>

Source: Nielsen//NetRatings MegaView Search, February 2006

The top three search engines all experienced double-digit growth year-over-year in December 2005.
Google Search grew 75 percent to nearly 2.5 billion searches; Yahoo! Search rose 53 percent to nearly
1.1 billion searches, and MSN Search increased 20 percent to 553 million searches (see Table 3).

Table 3. Top 3 Search Engines’ Growth in Searches (U.S.)

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Dec-04 Searches (000)</th>
<th>Dec-05 Search (000)</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Search</td>
<td>1,414,778</td>
<td>2,475,895</td>
<td>75%</td>
</tr>
<tr>
<td>Yahoo! Search</td>
<td>711,857</td>
<td>1,085,918</td>
<td>53%</td>
</tr>
<tr>
<td>MSN Search</td>
<td>460,377</td>
<td>553,476</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: Nielsen//NetRatings MegaView Search, February 2006

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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