



For Immediate Release:
NetRatings, Inc.

Jennifer Fan (408) 941-2951
Suzy Bausch (408) 941-2965

WEB TRAFFIC TO TAX SITES GROWS 26 PERCENT YEAR-OVER-YEAR, REACHING 11 PERCENT OF THE ACTIVE INTERNET POPULATION, ACCORDING TO NIELSEN//NETRATINGS

HRBlock.com, Taxcut.com and IRS.com Lead the Fastest Growing Tax Sites Week-over-Week

NEW YORK, NY – February 14, 2006– Nielsen//NetRatings, a global leader in Internet media and market research, reported today that traffic to approximately 29 top tax sites saw a 26 percent spike during the week ending February 5, 2006, compared to the same period a year ago. Eleven percent of the active Internet universe, or 14.1 million unique users, visited tax sites during the first week in February, indicating that a significant portion of Internet users are getting an early start on the 2006 tax season after W-2's were distributed.

The 14.1 million audience number exceeded last year's tax season peak of 12.5 million users during the final deadline week of April 15, 2005, by 13 percent.

The first week in February also saw significant week-over-week growth, with tax sites collectively growing 25 percent. HRBlock.com led the fastest growing tax sites with an 84 percent jump from 1.3 million to 2.3 million unique visitors. Taxcut.com followed with an 81 percent increase from 519,000 to 937,000 unique visitors. Rounding out the top three was IRS.com, whose 41 percent growth was spurred by 362,000 unique visitors growing to 512,000 (see Table 1).

“Traffic to tax Web sites experienced substantial growth during the first week in February, suggesting that people who use online tax resources don't wait until the last minute to tackle their taxes,” said Heather Dougherty, senior analyst, Nielsen//NetRatings. “Financial publications and service providers should take note and optimize their marketing efforts by targeting this group of early-birds on the Web.”

Table 1: 2006 Fastest Growing Tax Sites Week-over-Week, U.S. (Home & Work)

Site	W/E 01/29 UA (000)	W/E 02/05 UA (000)	01/29-02/05 Growth
hrblock.com	1,264	2,331	84%
Taxcut.com	519	937	81%
IRS.com*	362	512	41%
taxACT.com	768	1,086	41%
Intuit	2,585	3,550	37%

Source: Nielsen//NetRatings, February 2006

* Note: These estimates are calculated on small sample sizes and are subject to increased statistical variability as a result.

About Nielsen//NetRatings

Nielsen//NetRatings, a service provided by NetRatings, Inc. (Nasdaq: NTRT), 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, 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.