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comScore Media Metrix Ranks Top 50 U.S. Web Properties for February 2012

Lovestruck Americans Browse and Shop Online for Valentine's Day

Super Bowl Commercials Drive Traffic to Auto Maker Sites

RESTON, VA, March 21, 2012 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. web activity at the top online properties for February 2012 based on data from the [comScore Media Metrix](#) service. Valentine's Day had Americans searching the web for flowers, jewelry and just the right e-card for their loved ones. The highly anticipated Super Bowl XLVI drove traffic to a few key advertisers' websites, with especially strong growth seen on Auto Manufacturer sites.

"Valentine's Day and the Super Bowl seemed to be the driving forces behind much of the online activity in February as Americans browsed romantic gifts and checked out Super Bowl advertisers' websites, especially auto makers," said Jeff Hackett, executive vice president of comScore. "In addition, Tax sites posted another month of gains as the filing deadline drew nearer."

Cupid Strikes Web Users

Valentine's Day sparked millions to visit Flowers, Gifts and Greetings sites in early February, with the category rising 28 percent to 29.3 million visitors. Traffic to ProFlowers.com surged 394 percent to the #1 position with 5.4 million visitors, followed by AmericanGreetings Property with 4.6 million (up 20 percent), Gifts.com with 3.6 million and 1-800-Flowers.com, Inc. with 2.5 million (up 103 percent). FTD.com drew 1.9 million visitors (up 204 percent), while PartyCity.com drew 1.8 million (up 9 percent).

E-card sites helped millions send Valentine's Day greetings to loved ones. The category spiked 13 percent in February to 21.5 million visitors. Evite.com ranked at the top of the category with 6.9 million visitors,

followed by AG Interactive with 3.4 million (up 37 percent), MyFunCards.com with 2.8 million (up 42 percent), 123Greetings.com with 2.4 million (up 32 percent) and SomeEcards.com with 2.4 million (up 85 percent).

Jewelry, Luxury Goods and Accessories sites also saw a Valentine's Day boost as the category grew 4 percent to 21.3 million visitors, led by 6PM.com with 2.9 million visitors (up 26 percent). Coach.com ranked second with 1.7 million (up 15 percent), followed by Zale Corporation with 1.6 million (up 10 percent), Kay Jewelers with 1.2 million (up 50 percent) and BradfordExchange.com with 1.1 million (up 5 percent).

Auto Maker Sites Score during Super Bowl

Auto Manufacturer ads during the Super Bowl generated plenty of buzz and resulted in considerable gains for the category. More than 27 million people visited an Auto Manufacturer site, representing a gain of 17 percent versus January. Toyota led the pack with 6.4 million visitors (up 20 percent), followed by Honda with 5.1 million (up 42 percent), General Motors with 4.8 million (up 6 percent), Ford Motor Company with 4.2 million and Hyundai Kia Automotive Group with 3 million (up 51 percent). Chrysler, which had perhaps the most talked-about Super Bowl with Clint Eastwood's "Halftime in America," posted a 17-percent increase to rank sixth in the category with 2.7 million visitors.

Tax Sites Continue to Swell

Traffic to Tax sites continued to climb in February as more Americans prepared to file. More than 45 million visited the category, up 48 percent from January to rank as the fastest growing category for the third straight month.

Top 50 Properties

Google Sites ranked as the #1 property in February with 186.6 million visitors, followed by Microsoft Sites with 174.4 million and Yahoo! Sites with 173.5 million. MySpace jumped 8 positions to rank #42 with 25.5 million visitors, while Yellowbook Network newly appeared on the list at #44 with 24.7 million visitors.

Top 50 Ad Focus Ranking

Google Ad Network led the February Ad Focus ranking with a reach of 92.6 percent of Americans online, followed by AOL Advertising (84 percent), Yahoo! Network Plus (83.1 percent), AT&T AdWorks (82.1 percent) and Google (81.3 percent).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) February 2012 vs. January 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			
	Jan-12	Feb-12	% Change	Rank by Unique Visitors
<i>Total Internet : Total Audience</i>	220,154	219,988	0	N/A
Healthline	6,105	12,053	97	140
IRS.GOV	16,259	25,051	54	43
Pinterest.com	11,716	17,805	52	91
Go Daddy Group	5,082	6,978	37	239
ABC Television	8,766	11,034	26	152
Interactive One	5,517	6,865	24	246
The Mozilla Organization	16,542	19,794	20	77
BuyCheapr.com	8,582	10,101	18	169
Moguldom Digital Network	8,494	9,860	16	176
Yum! Brands Inc.	6,696	7,610	14	219

*Ranking based on the top 250 properties in February 2012. Excludes entities whose growth was primarily due to tagging through unified digital audience measurement.

Table 2

comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) February 2012 vs. January 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Jan-12	Feb-12	% Change
<i>Total Internet : Total Audience</i>	220,154	219,988	0
Business/Finance – Taxes	30,715	45,425	48
Retail – Flowers/Gifts/Greetings	22,975	29,295	28
Automotive – Manufacturer	23,163	27,157	17
Services – e-cards	19,102	21,498	13
Travel – Car Rental	6,197	6,812	10
Retail – Computer Software	54,081	58,397	8
Community – Green	24,120	25,509	6
Gambling – Lotto/Sweepstakes	21,933	23,158	6
Business/Finance – Online Trading	10,385	10,884	5
Retail – Jewelry/Luxury Goods/Accessories	20,513	21,293	4

Table 3

comScore Top 50 Properties (U.S.)**February 2012****Total U.S. – Home, Work and University Locations****Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	Total Internet : Total Audience	219,988				
1	Google Sites	186,590		26	Technorati Media	37,274
2	Microsoft Sites	174,405		27	LinkedIn.com	36,055
3	Yahoo! Sites	173,539		28	Adobe Sites	34,098
4	Facebook.com	158,745		29	AT&T Interactive Network	33,936
5	AOL, Inc.	108,270		30	NetShelter Technology Media	33,571
6	Amazon Sites	105,946		31	Tribune Interactive	32,221
7	Wikimedia Foundation Sites	87,026		32	ESPN	31,744
8	Glam Media	86,668		33	Alloy Digital Network	31,461
9	Ask Network	83,673		34	Disney Online	31,141
10	Turner Digital	80,026		35	Fox News Digital Network	30,672
11	Apple Inc.	78,692		36	Yelp.com	30,586
12	CBS Interactive	78,175		37	Intuit	29,846
13	Comcast NBCUniversal	76,880		38	Break Media	29,803
14	New York Times Digital	75,844		39	Everyday Health	27,924
15	Viacom Digital	73,755		40	Netflix.com	27,354
16	eBay	71,264		41	The Washington Post Company	25,752
17	Federated Media Publishing	60,034		42	Myspace	25,461
18	Demand Media	59,560		43	IRS.GOV	25,051
19	VEVO	59,329		44	Yellowbook Network	24,685
20	Weather Channel, The	55,301		45	Internet Brands, Inc.	24,670
21	craigslist, inc.	52,766		46	Liberty Media Holding Corporation	24,401
22	Gannett Sites	51,173		47	Cox Enterprises Inc.	23,929
23	Answers.com Sites	44,677		48	Scripps Networks Interactive Inc.	23,909
24	Wal-Mart	38,664		49	Target Corporation	23,905
25	Twitter.com	38,434		50	BuzzMedia	23,876

Table 4

comScore Ad Focus Ranking (U.S.)**February 2012****Total U.S. – Home, Work and University Locations****Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	219,988	100.0				
1	Google Ad Network**	203,813	92.6	26	Adconion Media Group**	117,384	53.4
2	AOL Advertising**	184,721	84.0	27	CPX Interactive**	116,608	53.0
3	Yahoo! Network Plus**	182,736	83.1	28	Undertone**	115,734	52.6
4	AT&T AdWorks**	180,688	82.1	29	Traffic Marketplace**	108,284	49.2
5	Google	178,833	81.3	30	AOL, Inc.	108,270	49.2
6	ValueClick Networks**	175,771	79.9	31	Meebo	97,949	44.5
7	24/7 Real Media Global Web Alliance**	175,227	79.7	32	Bing	91,106	41.4
8	ShareThis	175,005	79.6	33	Amazon.com*	89,795	40.8
9	Yahoo! Sites	173,539	78.9	34	Smowtion Ad Network**	88,754	40.3
10	Microsoft Media Network US**	170,520	77.5	35	Dedicated Media**	86,910	39.5
11	Tribal Fusion**	167,335	76.1	36	Wikipedia.org	86,775	39.4
12	AdBrite**	159,247	72.4	37	Glam Media	86,668	39.4
13	Facebook.com	158,745	72.2	38	Ask Network	83,673	38.0
14	Casale Media - MediaNet**	158,344	72.0	39	Kontera**	83,444	37.9
15	Specific Media**	157,500	71.6	40	Rocket Fuel**	78,111	35.5
16	Collective Display**	150,871	68.6	41	Technorati Media**	74,960	34.1
17	AudienceScience**	145,859	66.3	42	Windows Live	71,214	32.4
18	PulsePoint**	145,733	66.2	43	Monster Career Ad Network (CAN)**	70,909	32.2
19	Cox Digital Solutions - Network**	143,872	65.4	44	Redux Media Network**	62,083	28.2
20	interclick**	143,649	65.3	45	Federated Media Publishing	60,034	27.3
21	Vibrant Media**	143,119	65.1	46	About	59,609	27.1
22	Burst Media**	131,266	59.7	47	Demand Media	59,560	27.1
23	YouTube.com*	126,118	57.3	48	Weather Channel, The	55,301	25.1
24	AdBlade Network**	123,738	56.2	49	Brand.net Network**	52,424	23.8
25	MSN	123,425	56.1	50	MTV Networks Music	52,141	23.7

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in February. For instance, Yahoo! Sites was seen by 78.9 percent of the 220 million Internet users in February.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit www.comscore.com/companyinfo.