



## May 2000 Online Advertising Highlights

AdRelevance, Media Metrix' online ad-tracking division, reports that in May 2000 RadioShack became one of the top ten advertisers for the first time, with 220 million ad impressions. In time for spring and summer, advertisers in the Home/Garden category increased their online advertising 182 percent from the previous month, making them among the top ten most advertised product/service segments. And Capital One, the lending company, remains the top online advertiser, with 1.2 billion ad impressions served in May 2000, despite a 62 percent cut in its online advertising in the last week of May.

<b>AdRelevance, a division of Media Metrix Top 25 Advertisers</b> Ranked by Ad Impressions for the Month of May 2000 (house advertising has been removed)		
<b>Rank</b>	<b>Company</b>	<b>Ad Impressions</b>
1	Capital One	1,200,000,000
2	AmeriDebt	350,000,000
3	Amazon.com	280,000,000
4	one&only	260,000,000
5	Ubid	253,600,000
6	Fidelity Investments	240,000,000
7	ServiceMagic	240,000,000
8	Lowestfare.com	230,000,000
9	ESPN	230,000,000
10	RadioShack	220,000,000
11	Corbis	200,000,000
12	WingspanBank.com	190,000,000
13	Bonzi Software	190,000,000
14	MSN	180,000,000
15	Cassava Enterprises	160,000,000
16	Ebay	150,000,000
17	K-Mart	150,000,000
18	X10	140,000,000
19	Network Solutions	140,000,000
20	Netmarket	140,000,000
21	WebMD	138,100,000
22	Marden-Kane	130,000,000

23	enews.com	130,000,000
24	AltaVista	120,200,000
25	E*Trade	119,200,000



<b>AdRelevance, a division of Media Metrix</b>				
<b>Top Product/Service Segments, Including Change Over Time</b>				
Ranked by Ad Impressions for the Month of May 2000				
<b>Rank in May</b>	<b>Product/Service Segment</b>	<b>May Ad Impressions</b>	<b>April Ad Impressions</b>	<b>% Change</b>
1	VISA Affiliated Credit Cards	1,600,000,000	720,000,000	122%
2	Portals/Search Engines	1,100,000,000	1,100,000,000	0%
3	Communities/Chat	1,000,000,000	810,000,000	23%
4	Books Music & Movies	730,000,000	920,000,000	-21%
5	Retail/Comparison	730,000,000	620,000,000	18%
6	ISP/Datacommunication	670,000,000	540,000,000	24%
7	Incentives	560,000,000	440,000,000	27%
8	Securities Trading/Brokerage	530,000,000	360,000,000	47%
9	Health/Fitness	480,000,000	570,000,000	-16%
10	Home/Garden	480,000,000	170,000,000	182%