



Media Metrix Releases U.S. Top 50 Web And Digital Media Properties For June 2000 & Reveals Number One Web Sites Within New Categories

Media Metrix introduces new 29 category and 63 sub-category monthly Web & Digital Media measurement results

Cool Savings.com breaks into the Media Metrix Top 50 for the first time this year

Financial services companies dominate top online advertisers in June; Automotive industry revs up online advertising during busy summer travel months

New York, NY, July 20, 2000 -- Media Metrix (NASDAQ: MMXI), the leader and pioneer in Internet and Digital Media measurement worldwide, today released the top 50 Web and Digital Media properties for June 2000 and the top 25 online advertisers. Media Metrix also released, for the first time, its new categorization structure, encompassing 29 new categories and 63 new sub-categories.

Among the company's new categories are business-to-business with Vicinity.com as the leading site; a Gay/Lesbian Community category where Gay.com ranks number one; Kids' Entertainment with Disney Online in first place. Familiar brands such as E*Trade, Amazon, eBay, Monster.com and Hotmail.com, all topped their respective categories as well.

| Media Metrix, Inc. | | |
|---|---|------------------------------|
| Top 50 Digital Media/Web Properties At Home & At Work Combined in the United States | | |
| June 2000 Measurement Period (6/1/00 through 6/30/00) | | |
| Rank | Top Web & Digital Media Properties | Unique Visitors (000) |
| | <i>All Digital Media</i> | 78,854 |
| 1 | AOL Network* - Proprietary & WWW | 59,124 |
| 2 | Microsoft Sites* | 49,834 |
| 3 | Yahoo Sites* | 48,421 |
| 4 | Lycos* | 31,286 |
| 5 | Excite@Home* | 27,118 |
| 6 | Go Network* | 21,907 |
| 7 | About.com Sites* | 16,449 |
| 8 | AltaVista Network* | 15,561 |
| 9 | NBC Internet* | 15,279 |
| 10 | Amazon* | 15,022 |
| 11 | Time Warner Online* | 14,646 |
| 12 | Real.com Network* | 13,886 |
| 13 | Go2Net Network* | 12,398 |

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| 14 | eBay* | 12,242 |
| 15 | Ask Jeeves* | 11,838 |
| 16 | Viacom Online* | 11,756 |
| 17 | LookSmart* | 11,651 |
| 18 | eUniverse Network* | 11,291 |
| 19 | CNET Networks* | 10,215 |
| 20 | ZDNet Sites* | 9,637 |
| 21 | IWON.COM | 8,461 |
| 22 | JUNO/JUNO.COM | 8,057 |
| 23 | Infospace Impressions* | 7,880 |
| 24 | GoTo* | 7,847 |
| 25 | Earthlink* | 7,835 |
| 26 | Snowball* | 7,241 |
| 27 | FortuneCity Network* | 7,196 |
| 28 | American Greetings* | 7,179 |
| 29 | The Weather Channel* | 7,172 |
| 30 | CitySearch-TicketMaster Online* | 7,158 |
| 31 | AT&T Web Sites* | 7,088 |
| 32 | Network Commerce Inc.* | 7,055 |
| 33 | iVillage.com: The Women's Network* | 6,615 |
| 34 | Travelocity* | 6,584 |
| 35 | The Women.com Networks* | 6,117 |
| 36 | FREELOTTO.COM | 5,890 |
| 37 | News Corp. Online* | 5,834 |
| 38 | The Uproar Network* | 5,785 |
| 39 | MAPQUEST.COM | 5,669 |
| 40 | LIFEMINDERS.COM | 5,497 |
| 41 | MyPoints Sites* | 5,424 |
| 42 | OnHealth* | 5,399 |
| 43 | COOLSAVINGS.COM | 5,253 |
| 44 | Promotions.com Sites* | 5,207 |
| 45 | Priceline* | 5,147 |
| 46 | Homestead Sites* | 5,002 |
| 47 | Shockwave* | 4,955 |
| 48 | PASSTHISON.COM | 4,926 |
| 49 | Flipside Sites* | 4,849 |
| 50 | SONY ONLINE* | 4,732 |

Coolsavings.com, a site that provides free shopping coupons in exchange for user registration and personal information, was among the Media Metrix Top 50 for the first time this year. Meanwhile, in anticipation of heavy summer traveling, the automotive industry increased its advertising by 37 percent in June, according to AdRelevance, Media Metrix' online ad-tracking division.

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| <p>Media Metrix, Inc. Top U.S. Web Sites within new Media Metrix categories/sub-categories</p> |
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| Selections From New Category Structure Home/Work Combined - June 2000 | | |
|--|-------------------------------|-----------------------|
| Category Sub-category | Top Web Sites within Category | Unique Visitors (000) |
| Auction | eBay.com | 12,210 |
| Automotive | | |
| - Resources | Kbb.com | 2,723 |
| - Manufacturer | Chevrolet.com | 887 |
| Business-to-Business | Vicinity.com | 2,094 |
| Business/Finance | | |
| - Banking | Wellsfargo.com | 1,806 |
| - Insurance | Insweb.com | 712 |
| - Online Trading | Etrade.com | 2,213 |
| - Personal Finance | NextCard.com | 3,673 |
| Careers | Monster.com | 4,321 |
| Community | iVillage Sites | 6,125 |
| - Family | Myfamily.com | 1,847 |
| - Gay/Lesbian | Gay.com | 474 |
| Directories/Resources | Infospace.com | 7,849 |
| - Maps | Mapquest.com | 5,669 |
| - Classifieds | Cars.com | 1,620 |
| - Shipping | UPS.com | 2,986 |
| Entertainment | | |
| - News | Eonline.com | 3,204 |
| - Movies | Moviefone.com | 1,730 |
| - Music | Windowsmedia.com | 4,729 |
| - Games | Speedyclick.com | 6,159 |
| - Kids | Disney Online | 7,040 |
| - Multimedia | Real.com | 12,786 |
| Health | Onhealth.com | 5,269 |
| Hobbies/Lifestyle | Ourhouse.com | 2,309 |
| - Genealogy | Ancestry.com | 1,488 |
| - Food | Foodtv.com | 1,147 |
| ISP | Earthlink.net | 4,974 |
| News/Information | MSNBC.com | 8,732 |
| - Weather | Weather.com | 7,172 |
| Portals | Yahoo.com | 47,747 |
| Real Estate | Realtor.com | 2,172 |
| Retail | Amazon.com | 14,190 |
| - Apparel | Victoriassecret.com | 1,225 |
| - Computers | Mcafee.com | 3,270 |
| - Consumer Electronics | Getplugged.com | 1,446 |
| - Consumer Goods | Freeshop.com | 3,768 |
| - Department Stores | Jcpenny.com | 1,781 |

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| - Toys | Etoys.com | 1,654 |
| Services | | |
| - Discussion/Chat | ICQ.com | 4,269 |
| - E-Mail | Hotmail.com | 20,230 |
| Search/Navigation | AltaVista Search Services | 13,959 |
| Travel | Expedia.com Travel | 8,084 |

