

For Immediate Release:  
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## TRAFFIC TO AIRLINE SITES JUMP 15 PERCENT AS TRAVELERS SURF FOR LAST-MINUTE SUMMER VACATION DEALS, ACCORDING TO NIELSEN//NETRATINGS

Daily Traffic To Spirit Airlines' Web Site Skyrockets Following 9/11 Promotion

**NEW YORK – August 9, 2002** – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic to the airline category jumped 15 percent during the week ending August 4 at work. JetBlue Airways claimed the top spot, as the site's traffic surged 72 percent to 362,000 surfers, compared to 211,00 the previous week (see Table 1). Traffic to the American Airlines Web site soared 32 percent to more than one million surfers, while Continental Airlines attracted 509,000 unique visitors, jumping 31 percent.

Rounding out the top five fastest growing airline sites, traffic to the United Airlines site grew 20 percent to 782,000 unique visitors, while Southwest Airlines drew more than 1.1 million surfers for the week.

In addition, daily overnight analysis from Nielsen//NetRatings shows that traffic to the Spirit Airlines Web site at home jumped significantly on August 7, after the company announced its plans to give away 13,000 airline seats on September 11.

"As the summer travel season winds down, surfers planning a final vacation getaway in August are shopping online for the latest bargains and deals," said Lisa Strand, director and chief analyst, Nielsen//NetRatings. "Online travel continues to be a strong ecommerce category, despite the difficult climate this past year."

**Table 1: Nielsen//NetRatings Top 5 Airline Brands, Week Ending August 4 (U.S., Work)**

Brand	7/28 Unique Audience (000)	8/4 Unique Audience (000)	Percent Growth
1. JetBlue Airways	211	362	72%
2. American Airlines	778	1,026	32%
3. Continental Airlines	388	509	31%
4. United Airlines	651	782	20%
5. Southwest Airlines	979	1,145	17%

Source: Nielsen//NetRatings, August 2002

### Additional data highlights for the week ending August 4, 2002:

- **"American Idol" Attracts Surfers Online**

The "American Idol" Web site drew 544,000 unique visitors at work for the week ending August 4, 2002, according to Nielsen//NetRatings. "American Idol" fans logged onto the site for the latest status on contestants and recaps of past episodes. The site also gained 414,000 unique visitors at home, and attracted a predominantly female audience.

- **Educational Resource Sites Spike in Traffic**

Traffic to Dictionary.com surged 62 percent to 800,000 unique visitors, with male workers comprising 78 percent of the audience. Merriam-Webster attracted 617,000 unique visitors, with men making up 64 percent of the site's audience. The site grew 40 percent during the week ending August 4, as compared to the previous week.

### About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research

and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

Editor's Note: Please source all data to Nielsen//NetRatings.

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