

For Immediate Release:
NetRatings, Inc.

Grace Kim (408) 941-2932
Max Heineman (212) 703-5953

TAX SEASON DRIVES PEOPLE TO THE WEB, ACCORDING TO NIELSEN//NETRATINGS

TurboTax.com, Intuit.com, HRBlock.com, TaxACT.com and IRS.gov Draw Nearly 3.2 Million Visitors

NEW YORK — January 31, 2003 — Nielsen//NetRatings, the global standard for digital media measurement and analysis, reports today that traffic to various tax sites jumped as surfers flocked to the Web to begin their taxes before the April 15th deadline. The five fastest growing tax-related sites, TurboTax.com, Intuit.com, HRBlock.com, TaxACT.com and IRS.gov drew a combined audience of 3.2 million surfers, at home, for the week ending January 26th.

"As in years past, we're seeing Americans visiting tax sites starting in January, to access the latest tax information, forms, or to file returns," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. "Online tax filing has grown over the past few years, with the U.S. government heavily promoting the benefits of completing taxes on the Internet."

TurboTax.com topped the list of fastest growing tax sites, jumping 69 percent from the previous week to 857,000 visitors logging on from home (see Table 1). Intuit.com attracted nearly 1.2 million surfers, driving traffic 66 percent higher. HRBlock.com grew 55 percent garnering 554,000 at home visitors, while traffic to TaxACT.com rose 49 percent with 308,000 individuals logging on for tax-related help and information. Additionally, visitors to the Internal Revenue Service Web site jumped 27 percent with nearly 1.6 million surfers flocking to the site, attracting the most visitors.

Table: 1 Nielsen//NetRatings Fastest Growing Tax Sites (U.S., Home)

Brand	Unique Audience (000) 1/19	Unique Audience (000) 1/26	Percent Growth
1. TurboTax.com	506	857	69%
2. Intuit.com	702	1,167	66%
3. HRBlock.com	358	554	55%
4. TaxACT.com	207	308	49%
5. IRS.gov	1,223	1,559	27%

Source: Nielsen//NetRatings, January 2003

Additional Highlights from Nielsen//NetRatings' Week on The Web

- **Dinosaurs Boost Traffic to National Geographic**

Traffic to the National Geographic Website spiked 140 percent at home, for the week ending January 26th, driven by the discovery of a four-winged dinosaur in China. Eighty-seven percent of the site's 573,000 visitors logged on to read about the discovery and to view pictures of the Microraptor gui.

- **Lotto Fever Drives Traffic to CALottery.com**

CALottery.com jumped 65 percent to 371,000 unique visitors at home, for the week ending January 26th. More than half of the site's traffic logged on to see if they had the winning numbers. The California Super Lotto Plus jackpot grew to \$85 million for the January 29th draw.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for digital media measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings 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.

###

NETRATINGS, INC.
890 HILLVIEW COURT
MILPITAS, CA 95035
1 888 634 1222

NIELSEN MEDIA RESEARCH
250 PARK AVENUE
NEW YORK, NY 10177
1 212 907 4220

ACNIELSEN ERATINGS.COM
1 STAMFORD LANDING
62 SOUTHFIELD AVENUE
STAMFORD, CT 06902
1 203 602 4500