

For Immediate Release:  
NetRatings, Inc.

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

## LAST MINUTE ROMANTICS FLOCK TO THE WEB FOR VALENTINE'S DAY, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK — February 14, 2003** — Nielsen//NetRatings, the global standard for digital media measurement and analysis, reports that last minute shoppers flocked to the Web to fulfill their Valentine's Day shopping needs. Surfers from home sent online greeting cards, ordered flowers and purchased romantic gifts during the week ending February 9.

Traffic to 1800flowers.com surged 84 percent, making it the fastest growing brand during the latest week. Lingerie site Victoriassecret.com jumped 37 percent in to 553,000 unique visitors, while Fredericks.com spiked 17 percent to 323,00 surfers. Specialty gift site Redenvelope.com surged 26 percent with more than 200,000 unique visitors surfing for gift items.

Surfers looked to the Web to send special greetings to loved ones. RiverSongs.com jumped 51 percent with 256,000 surfers from home (see Table 1). RiverSongs' most visited page was a flash animated Valentine's greeting, comprising of 53 percent of audience traffic. Traffic to Americangreetings.com, jumped 23 percent with over 1.3 million surfers, compared to 1.1 million surfers the previous week. Blue Mountain drew 645,000 unique visitors, rising seven percent week-over-week, while 123greetings.com attracted 307,000 surfers, jumping six percent as compared to the previous week. Rounding out the top five, Egreetings.com recorded five percent more traffic with 352,000 unique visitors.

"With retailers allowing shoppers to purchase until February 13, the Web is a great one-stop spot for last minute shoppers," said Lisa Strand, director and chief analyst, Nielsen//NetRatings. "Special occasions, such as Valentine's Day, provide unique selling opportunities for online merchants to offer promotions and deals for shoppers looking for a gift."

**Table 1: Nielsen//NetRatings Top 5 Fastest Growing Card Sites (U.S., Home)**

Brand/Channel	Unique Audience (000)		
	2/2/2003	2/9/2003	% Growth
1. RiverSongs	169	256	51%
2. Americangreetings.com	1,105	1,360	23%
3. Blue Mountain	604	645	7%
4. 123greetings.com	289	307	6%
5. Egreetings.com	336	352	5%

Source: Nielsen//NetRatings, February 2003

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

- **2003 Winston Cup Draws Traffic to Nascar.com**

Race fans drove traffic to Nascar.com 44 percent higher at home for the week ending February 9<sup>th</sup>, according to Nielsen//NetRatings. The site attracted more than 1.2 million unique visitors with surfers logging on to view the Winston Cup schedule. Thirteen percent of the site's audience studied the Budweiser Shootout race line-up.

- **"Monster Garage" Builds Traffic to Discovery.com**

Traffic to Discovery.com jumped 38 percent at work, drawing 656,000 unique visitors, for the week ending February 9<sup>th</sup>. Sixteen percent of office workers logged on to the "Monster Garage" fan site where fans can get access additional photos, vehicle specs, various Jesse James wallpaper, and more.

## **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](http://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