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AMERICAN CAMPERS FLOCK TO THE WEB, ACCORDING TO NIELSEN//NETRATINGS

U.S Department of Interior Draws Surfers Planning Summer Camping Trips at National Parks

NEW YORK — February 28, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that traffic to the U.S. Department of the Interior (<http://www.doi.gov>) jumped 60 percent during the week ending February 23, as reservations opened for the busy summer camping season.

Attracting 763,000 surfers from work, traffic to the site soared 60 percent as compared to 477,000 surfers during the week ending February 16, rising to the top as one of the fastest growing brands for the week. Traffic from home also increased 60 percent to 874,000 surfers compared to 545,000 the previous week. The top site from home and from work was the National Parks Services site, where surfers looking to plan summer camping trips could obtain information and make reservations.

"With campers allowed to book five months in advance, Americans planning their 4th of July vacations are turning to the Web for their planning and research," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. "Eager campers wanting to book reservations and tours can now turn to the Web as their primary vacation planning tool."

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

- **Baseball Fever Drives Traffic to Tickets.com**

As the beginning of baseball season nears, traffic to Tickets.com spiked 58 percent at home, for the week ending February 23rd, according to Nielsen//NetRatings. The site drew 305,000 unique visitors with 32 percent of the site's traffic logging on to the baseball game ticket-purchasing page.

- **Warehouse Sale Spikes Traffic to Barnesandnoble.com**

Traffic to Barnesandnoble.com jumped 52 percent at home to nearly 1.7 million unique visitors for the week ending February 23rd. Bargain hunters, looking to save up to 80 percent on thousands of books, made up 16 percent of the site's visitors. Traffic at work also spiked 69 percent to 1.6 million office workers, as compared to 804,000 unique visitors the week prior.

- **Martin Luther King, Jr. Draws Traffic to Stanford University**

The Stanford University Web site traffic rose 38 percent at home for the week ending February 23rd. The site attracted 265,000 unique visitors with 20 percent of the site's traffic visiting the Martin Luther King, Jr. Papers Project, a major research effort to assemble and disseminate historical information related to Martin Luther King, Jr.

- **The Search for Extraterrestrial Intelligence Takes Place at Work**

Traffic to the University of California at Berkeley Web site grew 19 percent at work for the week ending February 23rd. Fourteen percent of the site's 480,000 unique office workers visited the [SETI@home](#) page. [SETI@home](#) borrows personal, computers to analyze data in search of weak signals received from telescopes.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience 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 research 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.