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NFL DRAFT BOOSTS TRAFFIC TO NFL INTERNET NETWORK, ACCORDING TO NIELSEN//NETRATINGS

NFL Internet Network jumps 113 percent from home and 83 percent from work

NEW YORK — May 2, 2003— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that football fans drove 113 percent more traffic to the NFL Internet Network during the week ending April 27th, as surfers turned to the Web to get the latest updates on the NFL draft.

As one of the fastest growing brands for the week ending April 27, the NFL Internet Network more than doubled week-over-week to 1.7 million surfers from home, as compared to 798,000 surfers the week prior. Fans at work also boosted higher audience levels, with more than one million office workers surfing the site. Top pages viewed from home and work were draft tracker pages providing surfers with the latest draft developments for each round.

“Sports sites remain a rich resource for fans who just can’t get enough,” said Greg Bloom, senior Internet analyst, Nielsen//NetRatings.

In addition to the draft and the NBA playoffs, baseball and Nascar racing fans pushed traffic levels at other major sports sites. Lycos Fox Sports jumped 67 percent to 587,000 visitors from home, while car racing fans flocked to Nascar.com, driving traffic up 40 percent. NBA Internet Network spiked 23 percent to nearly one million visitors. Both AOL Sports and ESPN surged 21 percent, attracting 1.6 million and 4.1 unique visitors, respectively.

Additional highlights from Nielsen//NetRatings’ Week on the Web:

- **Diet Sites Spike in Traffic**

As the summer season draws near, traffic to WeightWatchers.com spiked 46 percent at home for the week ending April 27th, according to Nielsen//NetRatings. The site attracted 628,000 unique visitors, with 29 percent of the audience visiting the food and recipes page.

Traffic to eDiets.com also jumped 42 percent to 837,000 unique visitors at home, as compared to 590,000 the week prior.

- **Spring Season Draws Gardeners Online**

Gardenweb.com rose 33 percent at home for the week ending April 27th, with 288,000 unique visitors surfing the site. More than 10 percent of the site’s surfers logged onto the message boards, to discuss and share tips with other gardeners.

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.

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