



For Immediate Release:
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ANNIKA SORENSTAM DRIVES TRAFFIC TO PGA TOUR WEB SITE, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — June 2, 2003— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that Annika Sorenstam's decision to play in the Bank of America Colonial tournament boosted traffic numbers to the PGA Tour Web site by 101 percent at home and 70 percent at work for the week ending May 25th. Sorenstam is the first female golfer to participate in a men's tournament since 1945.

Traffic from home to PGATour.com jumped 101 percent to 369,000 unique visitors, as compared to 184,000 visitors during the previous week. Office workers flocked to the site, driving traffic 70 percent higher to 677,000 unique surfers, as compared to 398,000 the week prior.

Of those logging onto the PGA Tour site from home, 70 percent of the audience traffic went to the PGA Tour Leaderboard, which featured real time scoring and enabled fans to track their favorite player's progress. At work, 68 percent of the audience traffic accessed the Leaderboard. Sorrenstam's scorecard was the most popular player scorecard accessed from work, drawing 38 percent of audience traffic. The second most popular player scorecard accessed belonged to Phil Mickelson, which drew 10 percent of audience traffic.

"Despite failing to make the cut, Annika Sorenstam's decision to play in the Colonial tournament drew Web surfers online during a generally quieter media golf event," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings.

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

- **BBQ Season Draws Traffic to CondeNet Sites**

The CondeNet network of sites jumped 51 percent at work to 514,000 unique visitors, for the week ending May 25th. Nearly 40 percent of the traffic visited the epicurious.com site as office workers surfed for tips and recipes for the grill, in preparation for the long Memorial Day weekend.

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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