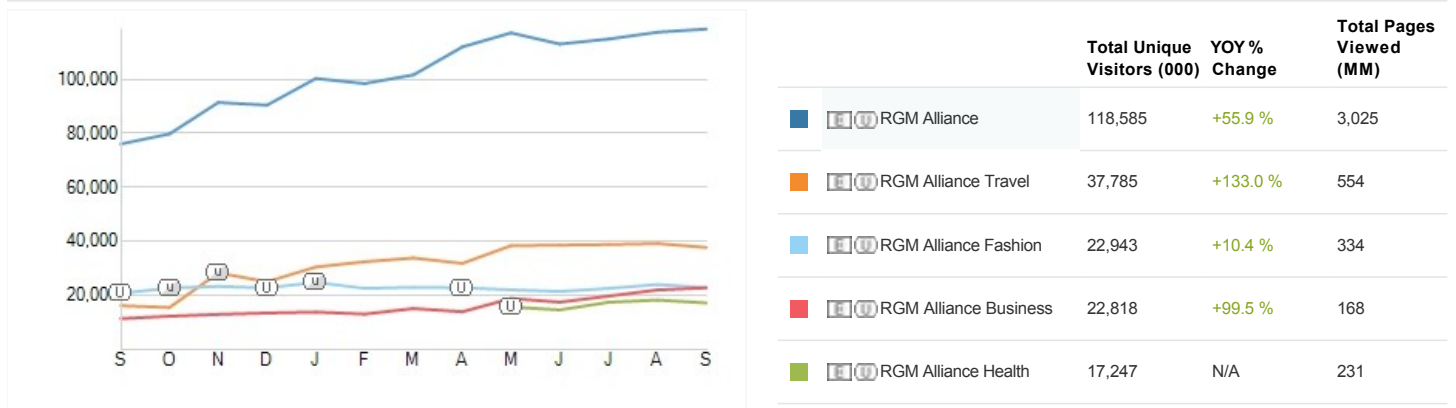


EU RGM Alliance compared to: EU RGM Alliance Travel EU RGM Alliance Fashion EU RGM Alliance Business EU RGM Alliance Health

Total Unique Visitors (000) Trend

Demographics

	Gender	Persons - Age	HH Income (US)	Children	HH Size	Race	Ethnicity (US)
EU RGM Alliance	Male	18-24	\$100,000 or more	No	1	Other	Non-Hispanic
EU RGM Alliance Travel	Male	55-64	\$100,000 or more	No	2	Other	Non-Hispanic
EU RGM Alliance Fashion	Female	18-24	\$100,000 or more	No	3	Other	Non-Hispanic
EU RGM Alliance Business	Male	65+	\$100,000 or more	No	2	Other	Non-Hispanic
EU RGM Alliance Health	Female	18-24	\$100,000 or more	No	2	Other	Non-Hispanic

World Metrix

March 2011

	Middle East - Africa		Asia Pacific		Europe		Latin America		North America	
	% Comp	Index	% Comp	Index	% Comp	Index	% Comp	Index	% Comp	Index
EU RGM Alliance	4.6%	54	13.0%	32	17.6%	66	4.9%	57	59.9%	396
EU RGM Alliance Travel	3.4%	40	6.9%	17	10.0%	37	1.9%	22	77.7%	514
EU RGM Alliance Fashion	3.9%	45	13.4%	33	22.7%	84	3.8%	44	56.1%	371
EU RGM Alliance Business	3.8%	44	17.7%	43	12.4%	46	2.9%	34	63.2%	418
EU RGM Alliance Health	N/A									

Cross Visiting

RGM Alliance		RGM Alliance Travel		RGM Alliance Fashion		RGM Alliance Business		RGM Alliance Health	
Media	Index	Media	Index	Media	Index	Media	Index	Media	Index
UV(000)		UV(000)		UV(000)		UV(000)		UV(000)	
GOOD.IS	177	FLY.COM	471	8TRACKS.COM	570	WEEKLYSTANDARD.COM	763	GARAGEGAMES.COM	588
1,160		939		1,025		1,311		1,458	
MENSHEALTHBASE.COM	174	BOOKINGBUDDY.COM	426	GOOD.IS	549	MENSHEALTHBASE.COM	695	MENSHEALTHBASE.COM	563
1,170		2,556		1,160		1,170		1,170	
WEEKLYSTANDARD.COM	173	FLIGHTS24.COM	384	MNN.COM	461	WASHINGTONEXAMINER.COM	665	RUNNERSWORLD.COM	489
1,311		945		1,716		1,769		1,359	
THESMOKINGGUN.COM	171	CHEAPFLIGHTS.COM	384	FASTCOMPANY.COM	437	THEHILL.COM	664	SMARTMOMDEALS.COM	486
2,140		1,536		1,938		2,044		1,268	
FLY.COM	171	TRAVEL-TICKER.COM	365	9GAG.COM	431	DAILYCALLER.COM	611	SMARTMOMSTYLE.COM	465
939		1,073		969		1,901		1,866	

Ad Metrix

August 2011

RGM Alliance		RGM Alliance Travel		RGM Alliance Fashion		RGM Alliance Business		RGM Alliance Health	
Media	Index	Media	Index	Media	Index	Media	Index	Media	Index
% Comp		% Comp		% Comp		% Comp		% Comp	
Top Ad Categories								No data	
Retail	129	Travel	384	Retail	169	Finance	177		
9.8%		11.9%		12.9%		15.8%			
Consumer Goods	181	Finance	104	Consumer Goods	279	Telecommunications	109		
8.1%		9.3%		12.5%		7.6%			
Telecommunications	101	Retail	114	Telecommunications	112	Computers & Technology	174		
7.1%		8.7%		7.9%		7.2%			
Travel	186	Telecommunications	88	Automotive	143	Education	93		
5.7%		6.1%		4.1%		3.8%			
Automotive	174	Consumer Goods	136	Travel	123	Automotive	120		
5.0%		6.1%		3.8%		3.5%			
Most Adverted On		No data		No data		No data		No data	
No data									

Total Unique Visitors (000) Trend

This module shows the thirteen month historical trend of Unique Visitors visiting the selected media entities by month for the selected geography and the year-over-year change for the current month. Entities are ranked in terms of Unique Visitors.

Demographics

This module shows a summary view for each entity being compared. For each demographic break, the majority segment is reported allowing you to get a snapshot of the demographic makeup for that entity's customer base.

Search

This module delivers insight on the top search keywords that drove traffic to the selected entity, the total number of search related click thrus, and the percent of those click thrus that were on paid ads for the given month.

World Metrix

This module shows a snapshot of a media entity's traffic by continent. Index measure shows how traffic for that entity compares to the total internet.

Cross Visiting

This module shows the top ten sites for each entity being compared whose visitors are highly likely to also visit the selected entity. This information can be utilized for planning marketing strategies, co-brands and partnerships, as well as evaluating the audience on competitor sites.

Ad Metrix

This module shows the top categories of display ads more likely to be displayed on the selected media entity and (if applicable) what categories where the selected media entity is most advertised.