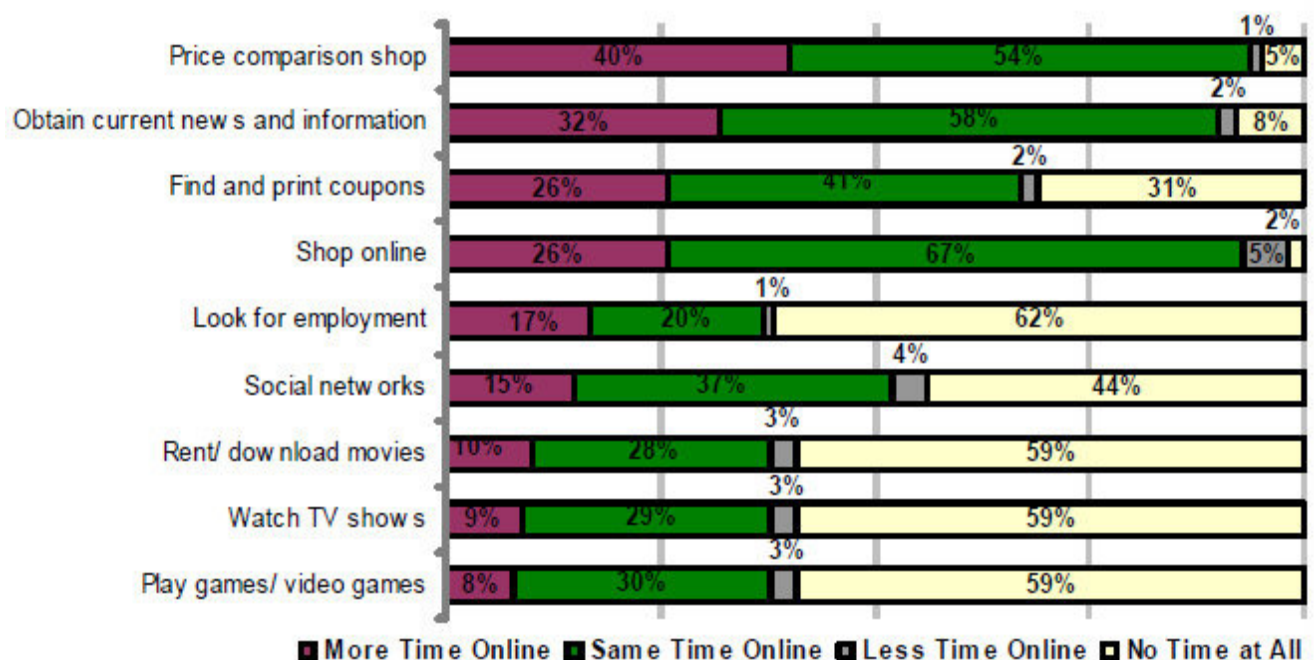


The Economy is Driving Consumers to the Web, and they're Looking for You!

PriceGrabber.com's Consumer Behavior Report found that one in four consumers is spending more time online than last year "because of the tough economy."

And they're spending a lot of that time researching businesses and searching for information about products. In fact, Forrester Research reports that over a quarter of all retail sales are either directly or indirectly influenced by the Internet. The firm also found that 75% of consumers research products on Web sites before making online purchases. They forecast that by 2013, 40% of total retail sales will be initiated on the Web!

[Table 3] Online Behavior in a Tough Economy



Source: PriceGrabber.com 3,819 US Online Consumers

Questions 9: Please indicate whether you are spending more time online, less time online, same or no time at all for each of the following online activities