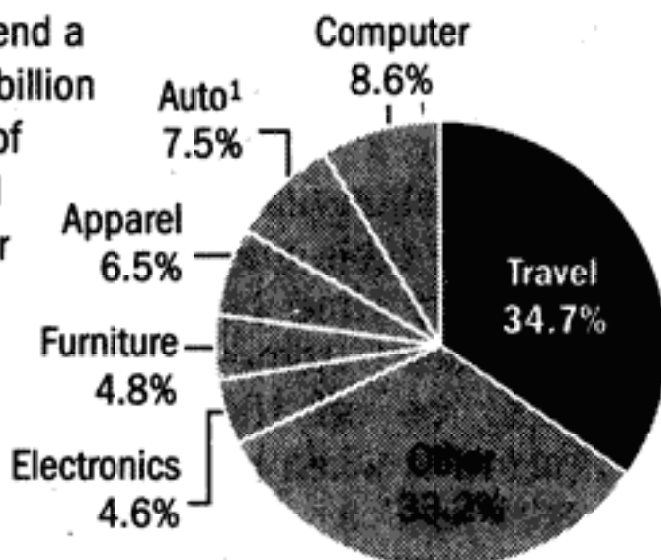


BY THE NUMBERS

How shoppers spend

Consumers will spend a projected \$211.4 billion online by the end of this year. Projected online spending for 2006 by category:

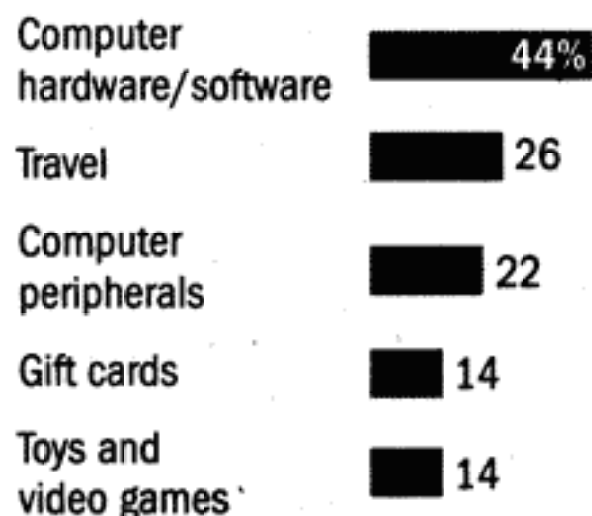
Notes: Computer includes computer peripherals; Apparel includes accessories and footwear



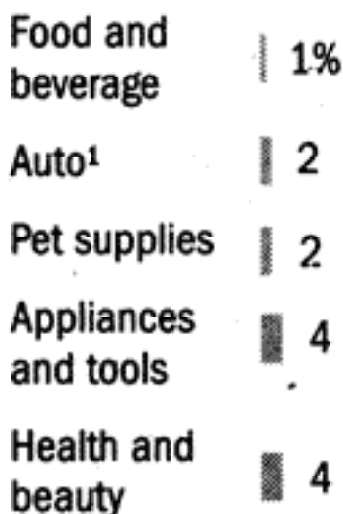
Hot or not

Products most and least purchased on the Web, by percentage of 2005 sales derived online

MOST



LEAST



Sales strategies

Top tactics retailers are using to attract and traffic, by 2005 average spend

TACTIC

Traditional portal deals ²
Search-engine placement
Affiliate programs
Online banners
Comparison-shopping engines
New portal deals ²
Emailing customers who signed up to receive messages
Optimizing site for search engines
Emailing potential customers who did not sign up to receive messages
Blogs, message boards
Social networks
Pop-up ads

¹ Auto includes vehicles and auto parts ² Traditional includes portals like AOL, MSN and Yahoo; New includes port

increase online sales
ending

2005 SPENDING	PCT. CHG. FROM 2004
\$1,098,909	27.3%
\$951,512	8.4
\$573,175	-27.3
\$535,312	10.0
\$377,684	25.8
\$271,913	43.1
\$210,296	-27.6
\$136,968	193.5
\$75,249	-22.4
\$6,072	-85.0
\$5,188	-79.9
\$2,000	-97.5

als like Amazon and eBay