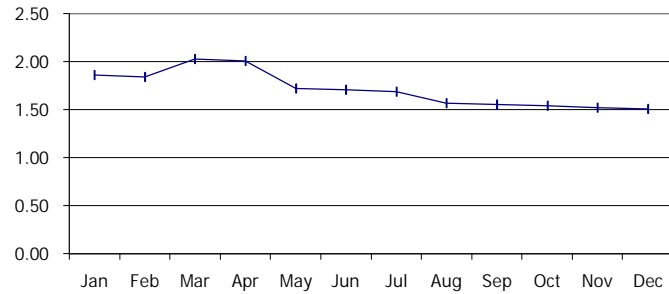


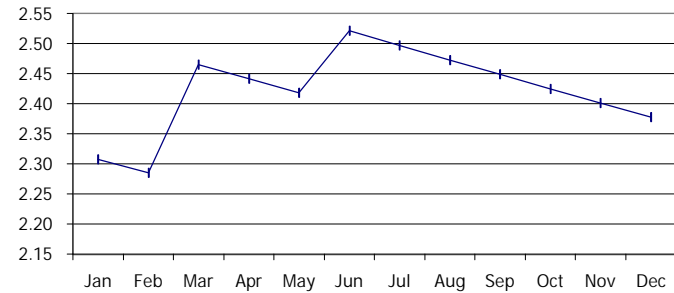
E-Customer Behavior Metrics

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of visits	130,000	133,900	137,917	142,055	146,316	150,706	155,227	159,884	164,680	169,621	174,709	179,950
Number of unique visitors during month	70,000	72,800	68,000	70,720	85,000	88,400	91,936	102,000	106,080	110,323	114,736	119,326
Total unique visitors acquired by site	50,000	53,500	57,245	61,252	65,540	70,128	75,037	80,289	85,909	91,923	98,358	105,243
Frequency	1.86	1.84	2.03	2.01	1.72	1.70	1.69	1.57	1.55	1.54	1.52	1.51
Total number of minutes viewing all pages	300,000	306,000	340,000	346,800	353,736	380,000	387,600	395,352	403,259	411,324	419,551	427,942
Duration	2.31	2.29	2.47	2.44	2.42	2.52	2.50	2.47	2.45	2.42	2.40	2.38
Reach	140.0%	136.1%	118.8%	115.5%	129.7%	126.1%	122.5%	127.0%	123.5%	120.0%	116.7%	113.4%
Monthly Stickiness	6.00	5.72	5.94	5.66	5.40	5.42	5.17	4.92	4.69	4.47	4.27	4.07

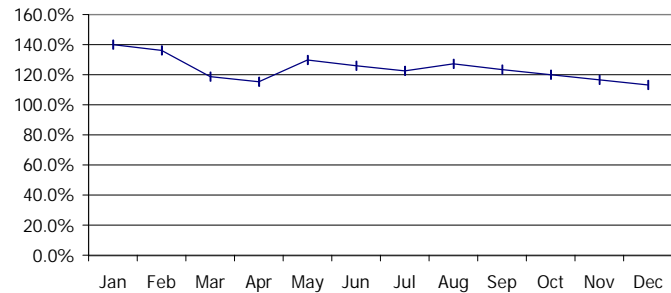
Frequency



Duration



Reach



Monthly Stickiness

