



For Immediate Release:  
NetRatings, Inc.

Tracy Yen (408) 941-2932  
Marla Dierkes (408) 941-2931

**VALENTINE’S DAY SPARKS 40 PERCENT GROWTH TO GIFT & FLOWERS DESTINATIONS  
HEADING INTO THE BIG DAY, ACCORDING TO NIELSEN//NETRATINGS**

***Lovebirds and Lonely Hearts Spur At-Home Traffic to Order Gifts, Send E-Cards and Find Love***

**NEW YORK—February 11, 2005—** Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today reported that love is in the air as gift and flowers destinations drew 2.5 million at-home visitors marking a 40 percent jump during the week ending February 6 as Valentine’s Day approaches. Two other popular Website categories during Valentine’s Day, greeting cards and personals destinations look to gain momentum closer to February 14, as stragglers send last minute e-cards and scout for dates.

Proflowers.com, the fastest growing gift and flowers destination in the week ending February 6, skyrocketed 156 percent as 387,000 Web surfers visited the site in search of the perfect bouquet (see Table 1). On par with the pre-Valentine’s Day category growth, FTD.com spiked 106 percent with 336,000 visitors compared to 1800flowers.com which surged 91 percent with 947,000 visitors during the same time period.

“Online florists strategically offered shoppers special discounts for early orders and sweepstakes to maximize customer acquisition opportunities the biggest day in flower sales,” said Heather Dougherty, senior retail analyst, Nielsen//NetRatings. “An added bonus for the forgetful last minute shopper is the ability of florists to fulfill same-day orders for deliveries on February 14.”

Taking an early look at greeting cards, Americangreetings.com attracted 869,000 Web surfers for a 30 percent jump. Blue Mountain climbed 32 percent to capture the week’s fastest growing greeting cards site, drew 380,000 visitors to search and send e-cards. 123greetings.com\* rounded out the top three fastest growing greeting cards destinations this week with 298,000 visitors or a 10 percent increase.

Growing 59 percent prior to Valentine’s Day, MSN Dating & Personals seduced 531,000 visitors and became the fastest growing among personals sites for the week ending February 6. Eharmony.com followed with a 26 percent increase attracting 354,000 unique visitors. Yahoo! Personals enticed 1.3 million visitors reporting a six percent week-over-week growth.

**Table 1: Growth of Valentine’s Day Related Destinations, Week Ending February 6, 2005 (US, Home)**

Category	Site	Week Ending 1/30/05 Unique Visitors (000)	Week Ending 2/6/05 Unique Visitors (000)	% Growth
Gift & Flowers	proflowers.com	151*	387	156%
	FTD.com	163*	336	106%
	1800flowers.com	495	947	91%
Greeting Cards	Blue Mountain	287*	380	32%
	Americangreetings.com	670	869	30%
	123greetings.com	271*	298*	10%
Personals	MSN Dating & Personals	334	531	59%
	Eharmony.com	281*	354	26%
	Yahoo! Personals	1,235	1,308	6%



Source Nielsen//NetRatings, February 2005

\* This site falls below normal reporting levels, and therefore may have a higher probability of error.

### **Additional Nielsen//NetRatings' Week on the Web:**

- **Super Bowl XXXIX Scores Online**

AOL Sports spiked 98 percent to more than 2.1 million at-home visitors during the week ending February 6, according to Nielsen//NetRatings, leading the way as the fastest growing site at home. Superbowl.com rose 85 percent to 960,000 unique visitors with seven percent of visitors logging on to vote for the most valuable player. At the end of the game, fans were invited to visit either site to vote for the MVP.

Sunday daily traffic to AOL Sports increased 75 percent from 348,000 visitors the previous Sunday. Superbowl.com attracted 536,000 Sunday visitors, rising from below reporting levels the Sunday prior.

### **About Nielsen//NetRatings**

Nielsen//NetRatings, a service provided by NetRatings, Inc. (Nasdaq: NTRT), 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, WebRF, MegaPanel® and SiteCensus 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](http://www.nielsen-netratings.com).

### **Editor's Notes:**

- 1) Please source all data to Nielsen//NetRatings.
- 2) \* This site falls below normal reporting levels, and therefore may have a higher probability of error.

###