



For Immediate Release:
NetRatings, Inc.

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VALENTINE'S DAY FLORAL ADVERTISING JUMPS 333 PERCENT ONLINE WITH WEB TRAFFIC BLOOMING 75 PERCENT, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK—February 18, 2005— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today reported that the top three online floral advertisers for Valentine's Day, capitalized on the industry's biggest selling day of the year, stepping up promotions by 333 percent during the week ending February 13. The number of shoppers to the sites jumped 75 percent, capturing the attention of nearly 4.4 million unique visitors. Nielsen//NetRatings reports that the average order size for flowers is approximately \$58.

"Valentine's Day is the floral industry's biggest online advertising push of the year, followed by the winter holidays in December and Mother's Day in May," said Heather Dougherty, senior retail analyst, Nielsen//NetRatings. "Portals/search engines, and email sites have proven to be the most effective marketing vehicles in driving sales for the top three floral retailers, accounting for 63 percent and 21 percent share of those impressions, respectively."

FTD led the group in online advertising with more than 470 million ad impressions during the week ending February 13, rising 1,817 percent from last week (See Table 1). The online florist drew more than a million unique visitors, growing 50 percent (See Table 2).

Ranking second, 1-800-Flowers.com placed nearly 337 million ad impressions during the week ending February 13, increasing 86 percent from the previous week. Capturing the largest audience with nearly 2.5 million visitors, 1-800-Flowers.com jumped 72 percent.

Proflowers.com increased its online advertising by 594 percent to nearly 206 million ad impressions, placing it third among top floral advertisers. It attracted nearly 1.4 million unique visitors, increasing 72 percent from the week prior.

Table 1: Advertising Growth of Online Floral Destinations, Week Ending February 13, 2005 (U.S., Home and Work)

Site	Week Ending 2/6/05 Ad Impressions (000)	Week Ending 2/13/05 Ad Impressions (000)	Growth
Top 3 Floral Retailers	234,947	1,016,170	333%
1. FTD	24,689	473,259	1,817%
2. 1800-Flowers.com	180,677	336,938	86%
3. Proflowers.com	29,681	205,973	594%

Source Nielsen//NetRatings AdRelevance, February 2005

Table 2: Traffic Growth of Online Floral Destinations, Week Ending February 13, 2005 (U.S., Home and Work)

Site	Week Ending 2/6/05 Unique Visitors (000)	Week Ending 2/13/05 Unique Visitors (000)	Growth
Top 3 Floral Retailers	2,527	4,398	75%
1. 1800-Flowers.com	1,444	2,480	72%
2. Proflowers.com	786*	1,351	72%
3. FTD.com	680	1,019	50%



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:

- **Oprah.com Draws Traffic to Boot Camp**

Oprah.com jumped 83 percent at home during the week ending February 13, according to Nielsen//NetRatings, as fans logged on to view information regarding Oprah's Boot Camp program. The site attracted 553,000 at-home visitors with 21 percent of the audience reading about Oprah's 12-week weight loss program.

- **New York Times Company's Purchase of About.com Increases Web Site Traffic to 29.3 Million**

The New York Times Company's agreement to acquire About.com will increase its unique audience to 29.3 million, positioning the site to become the 12th largest parent company, according to Nielsen//NetRatings' January 2005 data. Separately, About.com had 22 million unique visitors, while the New York Times Company had 13 million unique visitors.

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.

Editor's Notes: Please source all data to Nielsen//NetRatings.

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