

*** FOR IMMEDIATE RELEASE ***

Contacts:

Mara Bumatay, NetRatings	(408) 586-7560	mbumatay@netratings.com
Jennifer Cohn, NetRatings	(650) 470-4226	jennifer@stapleton.com
Dave Frankland, DoubleClick	(212) 655-7692	dfrankland@doubleclick.net

NETRATINGS AND DOUBLECLICK FORM STRATEGIC DATA PARTNERSHIP; NETRATINGS ACQUIRES DOUBLECLICK'S @PLAN PRODUCTS

Nielsen//NetRatings and @plan Research to be Integrated into DoubleClick's Products

Milpitas, CA and New York, NY — May 6, 2002—NetRatings, Inc. (Nasdaq: NTRT), the global standard in Internet audience measurement and analysis, and DoubleClick Inc. (Nasdaq: DCLK), the leading provider of marketing tools for advertisers, direct marketers and Web publishers, today announced NetRatings' acquisition of DoubleClick's @plan products and the formation of a strategic multi-year research partnership that provides for the integration of Nielsen//NetRatings and @plan research data into DoubleClick's ad management products and services.

Under the data license and integration agreement, Nielsen//NetRatings and @plan research will be integrated into DoubleClick's DART and MediaVisor products. This integration will provide clients with a more efficient and convenient system of planning, reporting and analyzing online marketing campaigns and will further enhance DoubleClick's ad management offerings. Nielsen//NetRatings and DoubleClick will also collaborate on the development of reach and frequency campaign planning tools.

With the acquisition of @plan, NetRatings further expands its ability to help advertisers and marketers refine their online marketing strategy through an extensive array of user lifestyle, demographic and attitudinal information. @plan is the leading syndicated survey-based audience measurement tool for Internet media planning, buying and selling. NetRatings has acquired the @plan research product line, including its base of over 200 clients, existing contracts, technology, historical data, and related intellectual property. NetRatings acquired the @plan products for \$18.5 million in cash and stock.

"@plan provides NetRatings' clients with a deeper understanding of Internet user attitudes and lifestyles, and alongside Nielsen//NetRatings and AdRelevance provides a comprehensive suite of Internet media research services," said William Pulver, President and Chief Executive Officer, NetRatings. "We are delighted that DoubleClick has chosen to integrate Nielsen//NetRatings data into its services. This relationship further strengthens our position as the global standard in Internet media and market research."

"DoubleClick's partnership with NetRatings offers our customers access to a suite of industry-leading research tools and solidifies audience measurement standards for advertisers and agencies," said Doug Knopper, Vice President and General Manager of Advertiser Solutions for DoubleClick. "Audience and media research is a critical component of the ad management process and the integration of this information into DoubleClick's media planning and serving products creates huge value to our customers."

About NetRatings, Inc.

NetRatings, Inc. (www.netratings.com) provides the global standard in Internet audience measurement and analysis. Its technology driven products and services enable customers to make informed business-critical decisions regarding their Internet media and commerce strategies. Its products include the Nielsen//NetRatings audience measurement services and the AdRelevance online advertising measurement services. NetRatings has strategic relationships with both Nielsen Media Research, the leading source of television audience measurement and related services in the U.S. and Canada, and ACNielsen, a leading provider of market research information and analysis to the consumer products and services industries.

About DoubleClick Inc.

DoubleClick is the leading provider of tools for advertisers, direct marketers and Web publishers to plan, execute and analyze their marketing programs. DoubleClick's online advertising, email marketing and database marketing solutions help clients yield the highest return on their marketing dollar. In addition, DoubleClick's marketing analytics tools help clients measure performance within and across channels. DoubleClick Inc. has global headquarters in New York City and maintains 26 offices around the world.

Safe Harbor Statement

This press release contains statements that may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations and assumptions and involve a number of uncertainties and risks that could cause actual future results or events to differ materially from those currently expected. The potential risks and uncertainties include, among others:

- Risks associated with the successful integration of the acquired business by NetRatings and the realization of the anticipated benefits of the acquisition transaction by NetRatings
- Risks associated with the successful integration of NetRatings data into DoubleClick's products and services and the realization of the anticipated benefits of the partnership transaction.
- Risks related to the growth of online advertising
- Risks associated with the rapidly evolving market for each company's products and services
- The increasingly competitive market for online advertising research services and Internet audience measurement and analytical services

Additional information about potential factors that may affect NetRatings' business and financial results is included in its Annual Report filing with the SEC on Form 10K for the year ended December 31, 2001 including, without limitation, under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Factors That May Affect Our Performance." Additional information will also be set forth in NetRatings' quarterly report on Form 10Q for the 3 month period ending on March 31, 2002, which will be filed with the SEC in the near future.

NetRatings does not undertake to update any forward-looking statement that may be made from time to time by it or on behalf of the Company.

Additional factors that could cause DoubleClick's actual events or results to differ from anticipated events or results are contained in documents which DoubleClick files from time to time with the Securities and Exchange Commission, including DoubleClick's annual report on Form 10-K for the year ended December 31, 2001. Also, it is DoubleClick's company policy to provide such forward-looking information at least once per quarter, but DoubleClick may choose to not update that information until the next quarter even if circumstances change.