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COACH, NEIMAN MARCUS AND J.CREW MAXIMIZE SALES CHANNEL RELATIONSHIPS WITH WEB CUSTOMERS, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — January 14, 2003 —Top brand names Coach, Neiman Marcus and J.Crew led the way in integrating their online and in-store foot traffic, according to the latest research from Nielsen//NetRatings, the global standard for digital media measurement and analysis.

The Nielsen//NetRatings @Plan service reveals that consumers who log onto Coach's Web site are 27 times more likely to visit a Coach retail location than the average Internet user (see Table 1). Visitors to Neimanmarcus.com are 18 times more likely to visit a Neiman Marcus store, while consumers surfing the J.Crew Web site are 10 times as likely to do the same. Bloomingdale's and Williams-Sonoma rounded out the top five, showing that visitors to Bloomingdales.com are 10 times more likely to go to its brick-and-mortar counterpart while surfers to Williams-Sonoma.com are nine times more likely to visit the mall storefront.

"Industry figures showed that the 2002 holiday season was difficult for many offline retailers, with a weak economy contributing to slower growth rates," said Patrick Thomas, senior Internet analyst, Nielsen//NetRatings. "As retailers plan for 2003, the successful integration of the Internet into a retailer's sales channel strategy will play a pivotal role in helping many underachieving merchants drive higher revenues."

"Many of today's established traditional retailers continue to allow stores, catalogs, and Internet sites to operate independently, missing out on the true benefits derived through the maximization of their multichannel sales initiatives," added Thomas.

Nielsen//NetRatings' @Plan service is the industry's leading target-marketing platform for Internet media planning, buying and selling. Today's study from @Plan's Winter 2003 release is benchmarked off an index number of 100, representing the average usage patterns of the Internet audience as a whole. The data allows companies to determine their success rate at integrating their sales channels. Described by @Plan as an index number, each figure is a multiple of the 100 base and is used to interpret the degree to which a company's Web site drives traffic to its retail locations or catalogs and vice versa.

Table 1. Top 10 Retail Web sites Integrating Online and In-Store Traffic, Ranked by Index Number (U.S. Home and Work, Winter 2003 @Plan Release)

Retail Store Brands	Index Number*
1. Coach	2,707
2. Neiman Marcus	1,862
3. J. Crew	1,077
4. Bloomingdale's	1,002
5. Williams-Sonoma	956
6. Pottery Barn	831
7. Crate & Barrel	784
8. Nordstrom	568
9. Eddie Bauer	508
10. Macys.com	476

Source: Nielsen//NetRatings @Plan

Clothing and Home Retailers Accomplish Synergy Between Online and Catalog Channels

On the catalog side, J. Crew again was very successful. Individuals visiting JCrew.com are 13 times more likely to use the catalog than the average Internet user. William-Sonoma's Web site traffic is turning into catalog use, as online consumers were 12 times as likely to use the catalog than the average Internet user. The Nordstrom.com clientele were 11 times more likely to shop

from their catalog. Home furnishings and accessories stores, Pottery Barn and Crate & Barrel also indexed higher. Surfers visiting the sites were 11 and nine times more likely to shop at the brands' catalog channels, respectively.

Table 2. Top 10 Retail Web sites Integrating Online and Catalog Traffic, Ranked by Index Number (U.S. Home and Work, Winter 2003 @Plan Release)

Retail Catalog Brands	Index Number*
1. J. Crew	1,363
2. Williams-Sonoma	1,207
3. Nordstrom	1,198
4. Pottery Barn	1,128
5. Crate & Barrel	998
6. Eddie Bauer	810
7. OfficeMax.com	762
8. Staples	700
9. Victoria's Secret	695
10. Office Depot	638

Source: Nielsen//NetRatings @Plan

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for digital media measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings 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 Note: Please source data to Nielsen//NetRatings.

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