

For Immediate Release:
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U.S. TRAFFIC TO NASA WEB SITE SHOWS TRIPLE DIGIT GROWTH DURING THE WEEK BEFORE SPACE SHUTTLE DISCOVERY LAUNCH, ACCORDING TO NIELSEN//NETRATINGS

Would-Be Auto Buyers Research Transportation Options Closer to Home

NEW YORK, NY – July 6, 2006– Nielsen//NetRatings, a global leader in Internet media and market research, reported today that traffic to the U.S. National Aeronautics & Space Administration (NASA) Web site grew 113 percent in the week ending July 2nd, increasing from a unique audience of 648,000 to 1.4 million (see Table 1). The launch, originally scheduled for July 1st, was postponed twice due to inclement weather, building anticipation among NASA fans. Web visitors could monitor the launch status, read up on the shuttle's astronauts and find out more about the shuttle's destination, the international space station.

The number of Web pages viewed at NASA's site also climbed dramatically this past week, increasing 242 percent, from 6.0 million in the week ending June 25th, to 20.5 million in the week ending July 2nd. The average weekly time spent per person at the site increased 38 percent, from just over six minutes to eight minutes and 46 seconds.

NASA's space flight program suffered a tremendous blow with the 2003 Columbia Shuttle disaster, making subsequent successful missions crucial to rebuilding NASA's public support. This week's Web visitors can view video clips of Discovery's dramatic 4th of July launch, along with shots of the astronauts in space. The site also includes a link to NASA TV, which broadcasts interviews with NASA personnel and provides further information about the STS-121 mission.

Table 1: Week-Over-Week Growth for NASA.GOV (U.S., Home and Work)

WE Date	UA (000)	Web Page Views (000)	Time spent per person (hh:mm:ss)
June 25 th	648	5,990	0:06:21
July 2 nd	1,379	20,505	0:08:46
WOW Growth	113%	242%	38%

Source: Nielsen//NetRatings, July 2006

Terrestrial Travel

Addressing earthly transportation needs, Yahoo! Autos was the overall fastest growing Web site this week, increasing 139 percent from a unique audience of 609,000 to 1.5 million. The reintroduction of zero percent financing may be driving many would-be auto buyers online, as car dealers look to clear out 2006 models before the 2007 arrivals.

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 Note: Please source all data to Nielsen//NetRatings.

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