

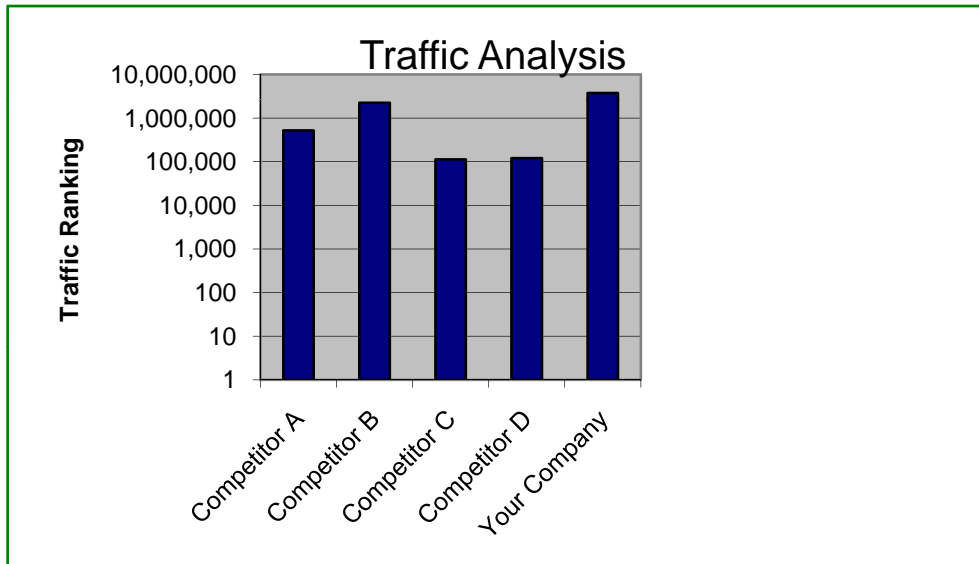
Traffic Analysis

Business Name:

	07/13/07	08/01/07	09/01/07	10/01/07	11/01/07	12/01/07
Traffic Rank	3,770,668					
Load Speed						
Other Sites Linked						

Competitor Traffic Analysis

Competitor A	522,659
Competitor B	2,242,852
Competitor C	112,905
Competitor D	120,813
Your Company	3,770,668



Calculation Methodology

Traffic Rank: The main Alexa traffic rank is based on the geometric mean of these two quantities averaged over time (so that the rank of a site reflects both the number of users who visit that site as well as the number of pages on the site viewed by those users).

Load Speed: The Speed statistic is a measurement of the time it takes for pages on a site to load, measured by the Alexa Toolbar, during users regular Web browsing.

Other Sites Linked: We use Web usage paths to build the Related Links functionality. We use shopping paths to build the functionality of our product information and comparison shopping features.