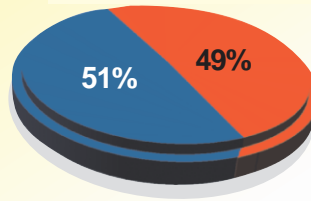


Web Statistics

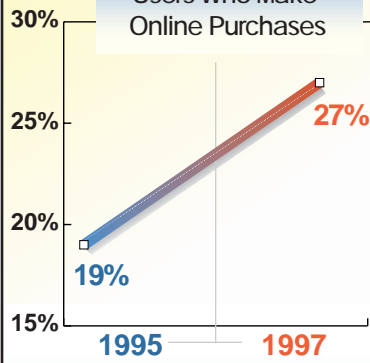
There are over 67 million Americans on line. Here are a few statistics to better understand the trends:

Adult Web Users

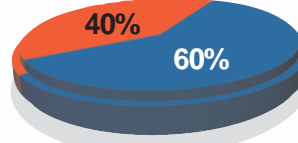


- Use Less Often
- Use Daily

Users Who Make Online Purchases



Business Users



- Use Less Often
- Use Daily

Thirty-nine percent of online purchasers bought after clicking on an ad.

SOURCE: 1997 American Internet user survey