



FOR IMMEDIATE RELEASE

November 20, 2000

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**NUMBER OF NEW COMPANIES ADVERTISING ONLINE CLIMBS MORE THAN 150 PERCENT,
ACCORDING TO ADRELEVANCE**

*Number of new traditional businesses advertising online is growing
at a faster rate than new dot-com advertisers*

*AdRelevance to offer media buyers and sellers crucial insight on
the 100 hottest new online advertisers every week*

NEW YORK, November 20, 2000 – AdRelevance, a Jupiter Media Metrix company (NASDAQ: JMXI) and innovator in next-generation Internet advertising measurement technology, today announced that the number of new companies advertising online has more than doubled since January – growing by 157 percent over the past ten months. The latest findings are released in conjunction with the launch of the AdRelevance Hot 100 online advertising measurement tool – a fresh batch of the 100 newest online advertisers every week, complete with the media value of their ad buys.

Top-line findings from the AdRelevance research, which tracked and analyzed traditional and dot-com advertisers coming online for the first time between January 2000 and October 2000, include:

- The number of new companies advertising online is growing at an average rate of 14 percent per month.
- Twenty-four percent (949 companies) of all advertisers in the month of January 2000 (3,963 companies) were new to the web. While traditional advertisers accounted for approximately 41 percent of the top 100 new online advertisers in January 2000, they make up close to 50 percent in October 2000 – with dot-com companies rounding out the other half.
- More than 1,000 companies a month have advertised online for the first time since March 2000. Third quarter of this year saw 5,489 new advertisers coming online – far surpassing first quarter (2,935 new advertisers) and second quarter (3,879 new advertisers).
- Planet Project was the number one new online advertiser for October 2000, running a campaign with 110,000,000 impressions. Other top new advertisers for the month – a mixture of traditional and dot-com businesses – include: Major League Soccer (30,000,000 impressions), Norelco (16,000,000), Saks Fifth Avenue (11,000,000), 1800LUGGAGE.com (9,200,000), mailsweeps.com (6,800,000) and education.com (7,500,000). [See Table B below for complete list]

“The latest AdRelevance data clearly illustrate that new advertisers are coming online on a regular basis. Despite a financially slower third quarter, it’s interesting to note that far more advertisers came online for the first time in August than in any month prior to it this year,” said Charlie Buchwalter, vice president of media research for AdRelevance. “Even more compelling is the fact that new traditional advertisers are growing at a faster rate than new dot-com advertisers. Fifty percent of the AdRelevance Hot 100 advertisers in October were traditional companies – in January they only made up 41 percent.”

Table A: New Online Advertisers by Month
Source: AdRelevance, a Jupiter Media Metrix company

Month (2000)	Number of New Advertisers	Monthly Percent Change
January	949	--
February	948	0%
March	1038	9%
April	1361	31%
May	1105	-19%
June	1413	28%
July	1221	-14%
August	2031	66%
September	2237	10%
October	2443	9%

Table B: Top 20 New Online Advertisers – October 2000
Source: AdRelevance, a Jupiter Media Metrix company

Rank	Advertiser	Impressions
1	Planet Project	110,000,000
2	Major League Soccer	30,000,000
3	Norelco	16,000,000
4	Teloquent Communications	11,000,000
5	Saks Fifth Avenue	11,000,000
6	Sam’s Club	11,000,000
7	Franco’s Café Italiano	10,000,000
8	King Island Casino	9,500,000
9	1800LUGGAGE.com	9,200,000
10	Blackjack Ballroom	7,800,000
11	The New Republic	7,700,000
12	education.com	7,500,000
13	Cingular Wireless	7,200,000
14	Official Gundam Wing Page	7,200,000
15	mailsweeps.com	6,800,000
16	iSolve	5,500,000
17	BigFix	5,400,000
18	Inves Trade	5,300,000
19	VERITAS	5,300,000
20	Thane International	5,200,000

Accessible with one click from the AdRelevance web-based interface, the AdRelevance Hot 100 offers buyers and sellers of online media instant access to the 100 advertisers who are either new to the web or who have not had a significant online advertising presence for over six months. The Hot 100 is broken down into media value ranges with each advertiser's information provided: company name, ad value, industry segment, state, phone number and URL. AdRelevance clients get access to the Hot 100 at no extra cost.

“The AdRelevance Hot 100 is the freshest tool for advertisers yearning to better understand their online competition and for web publishers looking to close deals when it comes to ad space. Whether it's a new company making its mark or an established one looking to revive its online ad presence, AdRelevance customers will see the hottest new advertisers on the web every week.” said Marty Levin, executive vice president of sales and marketing for AdRelevance. “With such detailed company-specific information, the AdRelevance Hot 100 makes it incredibly easy to reverse-engineer a competitor's new online ad campaign or to find a sales lead, make a call and sell the space.”

For more information on the AdRelevance Hot 100 and AdRelevance 2.0 – the brand new second-generation online ad measurement service – and a free demo or trial, please visit <http://www.adrelevance.com> or call 1-888-649-6540.

Definitions

Impressions: The number of times an ad is rendered for viewing. One impression is equivalent to one opportunity to see an ad.

New Advertiser: Companies who are either new to advertising on the web or have not had a significant online advertising presence for over six months.

Dot-Com Advertiser: Any company that originated on the Internet or whose existence is dependent on the existence of the Internet.

Editor's Note: Unless otherwise noted, please source all data as the following: AdRelevance, a Jupiter Media Metrix company

About AdRelevance, a Jupiter Media Metrix company

AdRelevance, a Jupiter Media Metrix company, is an innovator in Internet advertising measurement and ad tracking technology. The company's advanced intelligent agent technology systematically and continuously scours the commercial Web universe, collecting online advertisements from more than half a million URLs. With data on hundreds of thousands of unique ads, representing more than 15,000 advertisers, the innovative AdRelevance service provides advertisers, agencies, media companies, marketers and financial analysts with critical information that tells them where, when and how competitors and potential clients are advertising on the Internet. Visit us at www.adrelevance.com for more information.

About Jupiter Media Metrix

Jupiter Media Metrix, formed by the merger of Jupiter Communications and Media Metrix, is a global leader in market intelligence for the new economy. The Company delivers innovative and comprehensive Internet measurement, analysis, intelligence and events to provide businesses with unmatched global resources for

understanding and profiting from the Internet. Jupiter Media Metrix brings together world-class, innovative and market-leading products, services, research methodologies and people. Jupiter Media Metrix brands include Media Metrix, AdRelevance, Jupiter Research and Jupiter Events. The Company is headquartered in New York City and operates worldwide, across the Americas, Asia Pacific, Europe (as Jupiter MMXI Europe), and the Middle East. Visit us at www.jmm.com for more information.

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