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**MEDIA METRIX UNVEILS LATEST STRATEGIC INITIATIVES SETTING
THE STANDARD IN DIGITAL MEDIA MEASUREMENT WORLDWIDE**

Powerful New User Interface to Drive Greater Industry Insights

Enhanced Online Ad Tracking System to Maximize Coverage

NEW YORK -- May 9, 2000 – Media Metrix (NASDAQ:MMXI), the worldwide leader and pioneer in Internet and Digital Media measurement, today unveiled a series of next-generation Internet and digital media measurement and technology innovations to further provide the industry with the most comprehensive, reliable and timely products and services.

The company's new client-driven measurement and technology innovations include:

- **MyMetrix.com:** a state-of-the-art client user interface with customizable reports and analysis based on Media Metrix' vast database of trended audience measurement statistics, including cross tabulations, source/loss reports and the ability to save client-specific parameters.
- **AdRelevance 2.0:** the industry's only *next-generation* online advertising tracking system now capable of monitoring and capturing ads from over 500,000 URLs.
- **AdAlert:** the first and only e-mail service to deliver up-to-date online advertising competitive intelligence via e-mail and cellular devices, alerting users when a company or site runs a new ad or launches a new Web advertising campaign.
- **AdContact:** the industry's first all-in-one online advertising sales prospecting tool.
- **Media Metrix' new global corporate Web site:** www.mediametrix.com, to be launched today.

All of the above will be demonstrated at AdTech World in San Francisco this week.

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“Our new products and services extend our first-mover advantage and leadership as the preeminent Internet and Digital Media measurement firm worldwide,” said MaryAnn Packo, president and chief operating officer of Media Metrix. “These client-driven advancements strongly reflect our industry knowledge and expertise and add greater value by providing unprecedented access to our vast database and insights.”

“Media Metrix is focused on identifying, anticipating and meeting the needs of its clients around the world,” said Will Hodgman, chief marketing officer at Media Metrix and chief executive officer of its AdRelevance division. “With the latest Media Metrix products, we are literally transferring our superior methodologies and advanced technologies, real-time, into the hands of our clients, giving them swift access to our intelligence whenever and wherever they need it.”

Client-Driven Measurement Solutions

MyMetrix.com is a state-of-the-art user interface built for flexible, customizable, quick and easy access to Media Metrix’ vast database of Internet and Digital Media measurement statistics. It is a “zero-to-one-click” client data tool providing instant, easy access to the data sets clients need based on their special business requirements.

MyMetrix.com offers clients powerful tools to produce customized reports, view data sets tailored to their specific needs and save reports online for future reference. Users will be able to drill down to page level data within digital media properties, compare multiple sites for competitive analysis across several key measures, calculate source-loss data and “tune” reports by time, measure or media, among other features.

Other new client-driven initiatives include the AdRelevance AdAlert and AdContact services. AdAlert notifies subscribers via e-mail whenever predefined online advertising events occur. E-mail and cellular notifications include a link to a customized Web page with all the details of the alert, including the actual banners. Proactively pushing advertising intelligence to a user’s desktop, AdAlert virtually ensures that Web advertising professionals never miss a competitive threat or sales lead again.

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AdContact, the industry's first all-in-one online advertising sales prospecting tool, puts the most complete and timely sales-lead contact information right within the AdRelevance interface. A simple click and the contact information for key media buying decision makers are at the user's fingertips, enabling media sellers to immediately pursue the sales leads they generate through the AdRelevance Service. AdContact will be available this June.

Next-Generation Technologies and Superior Methodologies

AdRelevance 2.0, the breakthrough ad tracking system from the AdRelevance division of Media Metrix, is the industry's only *next-generation* online advertising measurement service – further underscoring Media Metrix' first-mover advantage as it revolutionizes its own technology. The product features proprietary Dynamic Agent Technology (DAT), which chooses Web site pages to monitor based on the traffic they receive, literally mimicking traffic patterns of actual visitors.

The DAT, which has increased the number of sampled URLs from 3000 to over 500,000, works hand-in-hand with AdRelevance's new patented Automatic Ad Detection (AAD) technology which automatically identifies, captures and classifies every ad on every page, every time. AdRelevance 2.0 brings an unequalled methodological advantage and functionality to clients, reporting below dot.com channels, sub-channels and unique content areas for more than 1,000 domains.

About Media Metrix

Media Metrix, Inc., with over 750 clients, is the leader and pioneer in Internet and Digital Media measurement and the industry's source for the most comprehensive, reliable, and timely audience ratings, e-commerce, advertising and technology measurement services. Media Metrix' AdRelevance division, through its superior ad tracking technology, provides clients the most comprehensive data on where, when, how and how much Web marketers and their competition are advertising online.

Media Metrix has worldwide majority-owned operations through partnerships with media and market research leaders around the world. Media Metrix' European division, known as MMXI Europe, operates in France, Germany, Sweden and the United Kingdom. Media Metrix also operates in Australia, Canada, Japan, Latin America and the United States. Media Metrix provides advertising agencies, media companies, e-commerce marketers, financial services and technology companies with the most comprehensive coverage of all digital media (including more than 21,000 Web sites and online properties). Media Metrix utilizes its patented, superior operating-system metering methodology to track Internet and Digital Media audience usage behavior in real-time – click-by-click, page-by-page, minute-by-minute. Media Metrix has a sample of 70,000 people under measurement worldwide, yielding monthly, weekly, and daily data collection and reporting. Please visit us at www.mediametrix.com for more information.