

**Source: BIGresearch survey conducted for Shop.org
November 3-10, 2009; 8,692 consumer respondents**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
This holiday season, have you or will you use Internet access at work as an opportunity to browse or shop for gifts online?															
Yes	46.9%	50.0%	44.0%	41.3%	53.5%	65.8%	60.3%	51.2%	44.5%	38.3%	23.4%	48.7%	46.0%	46.2%	48.0%
No	40.8%	38.8%	42.7%	44.1%	36.4%	23.3%	29.5%	36.8%	43.3%	48.6%	61.4%	38.0%	41.8%	41.8%	40.3%
I do not have Internet access at work	12.3%	11.2%	13.3%	14.6%	10.1%	10.9%	10.2%	12.0%	12.2%	13.0%	15.2%	13.2%	12.2%	12.0%	11.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have Internet Access at Work	87.7%	88.8%	86.7%	85.4%	89.9%	89.1%	89.8%	88.0%	87.8%	87.0%	84.8%	86.8%	87.8%	88.0%	88.3%

Of those who have internet access at work...

Will Shop Online at Work	53.5%	56.3%	50.8%	48.3%	59.6%	73.8%	67.1%	58.2%	50.7%	44.1%	27.6%	56.2%	52.4%	52.5%	54.4%
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This holiday season, have you or will you use Internet access at work as an opportunity to browse or shop for gifts online?

	2005	2006	2007	2008	2009
Yes	36.5%	42.8%	47.7%	49.9%	46.9%
No	45.2%	41.6%	39.9%	39.5%	40.8%
I do not have Internet access at work	18.3%	15.6%	12.5%	10.7%	12.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Of those who have internet access at work...

	44.7%	50.7%	54.5%	55.8%	53.5%
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Number of people who shop online for holiday gifts at work (in millions)

	2005	2006	2007	2008	2009
	51.7	61.0	68.5	72.8	68.8

**Source: BIGresearch, Shop.org Merchant e-Holiday Survey
Sept. 14 - Oct. 6, 2009; 70 retailer respondents**

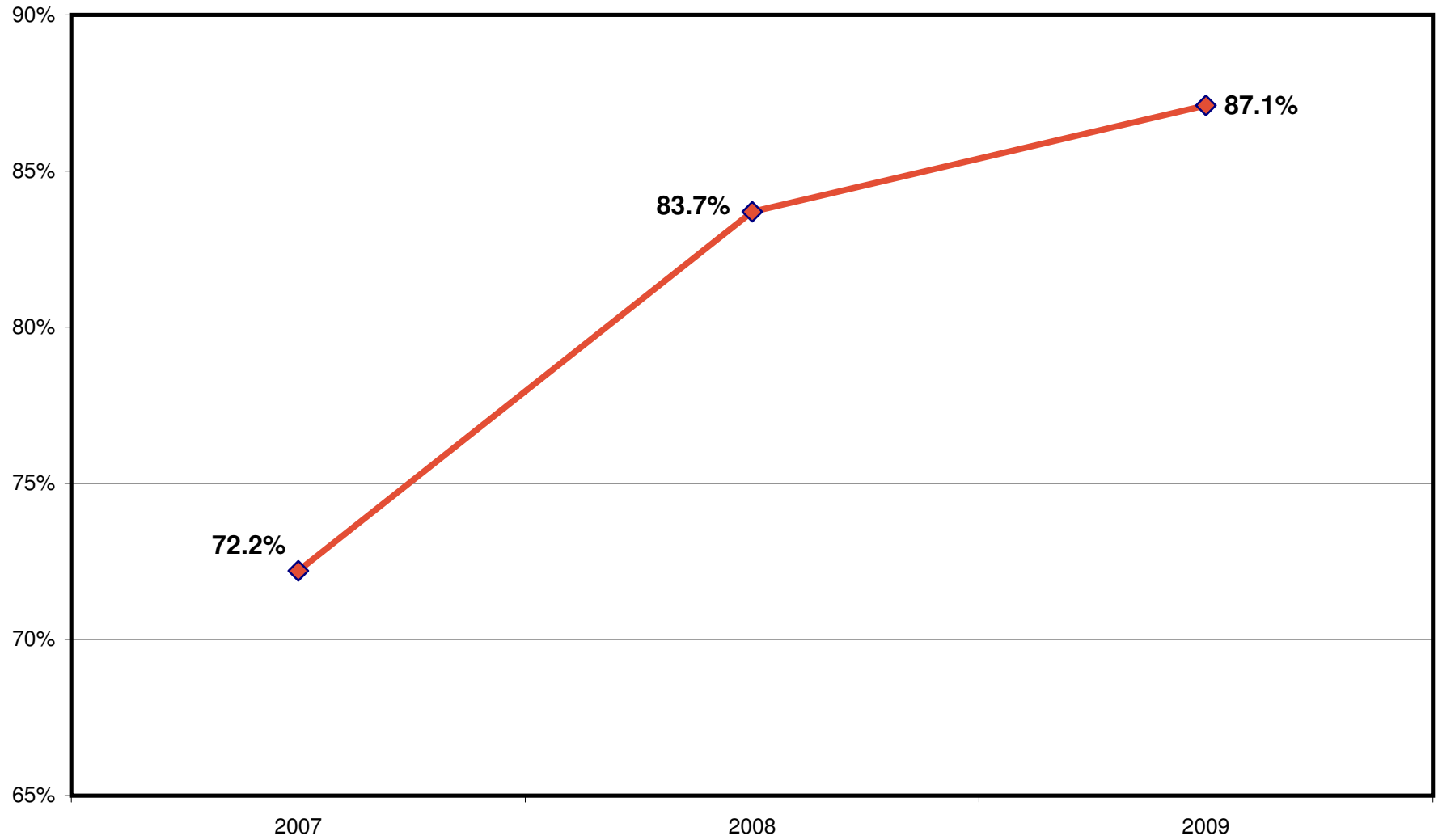
Please describe, if any, the marketing programs/plans/promotions you are planning THIS YEAR for Cyber Monday (i.e. the first Monday after Thanksgiving). Check all that apply.

	2008	2009
Specific deals/promotions (e.g. specific products, categories)	38.8%	42.9%
Special email campaign	32.7%	50.0%
One day sale	24.5%	32.9%
Free shipping on all purchases	22.5%	15.7%
House file promotions	18.4%	20.0%
Free gift with purchase	16.3%	7.1%
Free shipping at lower than usual minimum purchase level	14.3%	8.6%
Other discounted shipping	10.2%	4.3%
Refer a friend promotion	6.1%	5.7%
Tiered discount promotion	2.0%	2.9%
We do not plan to offer any special promotions for Cyber Monday this year	16.3%	12.9%
Other (please specify)	4.1%	0.0%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

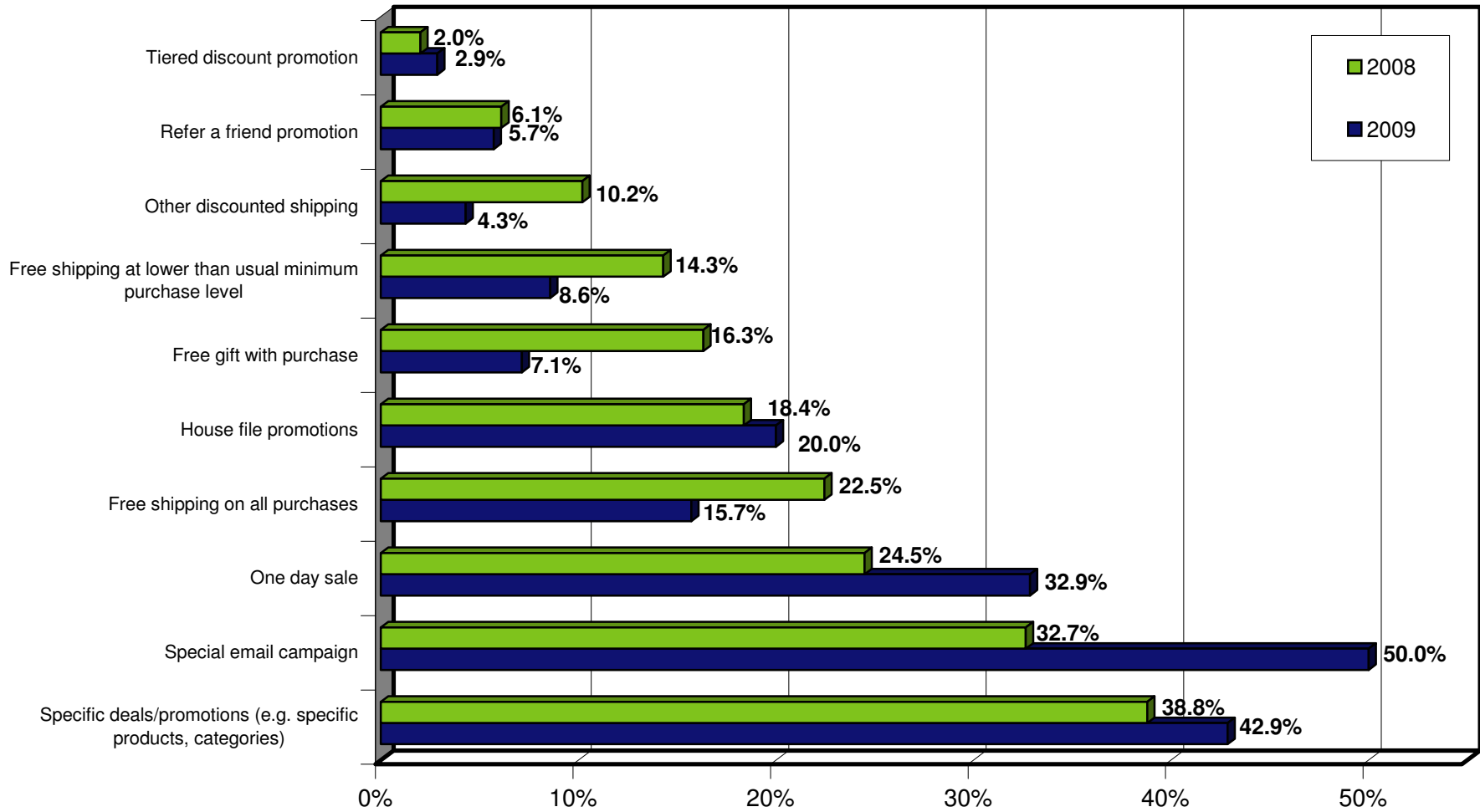
Retailers who have had specific Cyber Monday promotions	2007	2008	2009
	72.2%	83.7%	87.1%

Percentage of Retailers Who Offer Cyber Monday Promotions



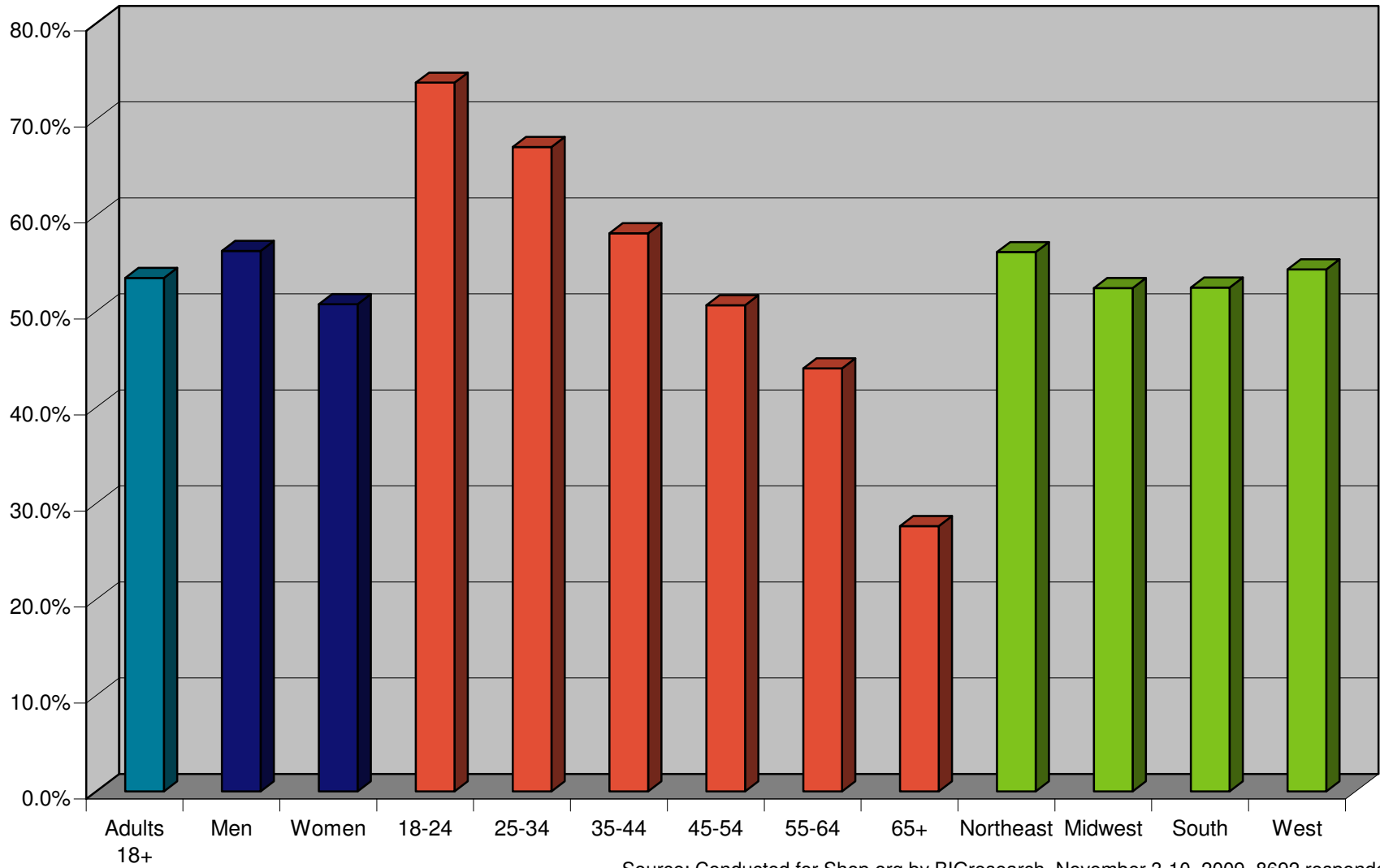
Source: eHoliday Study 2007-2009.

Planned Retail Promotions for Cyber Monday 2009



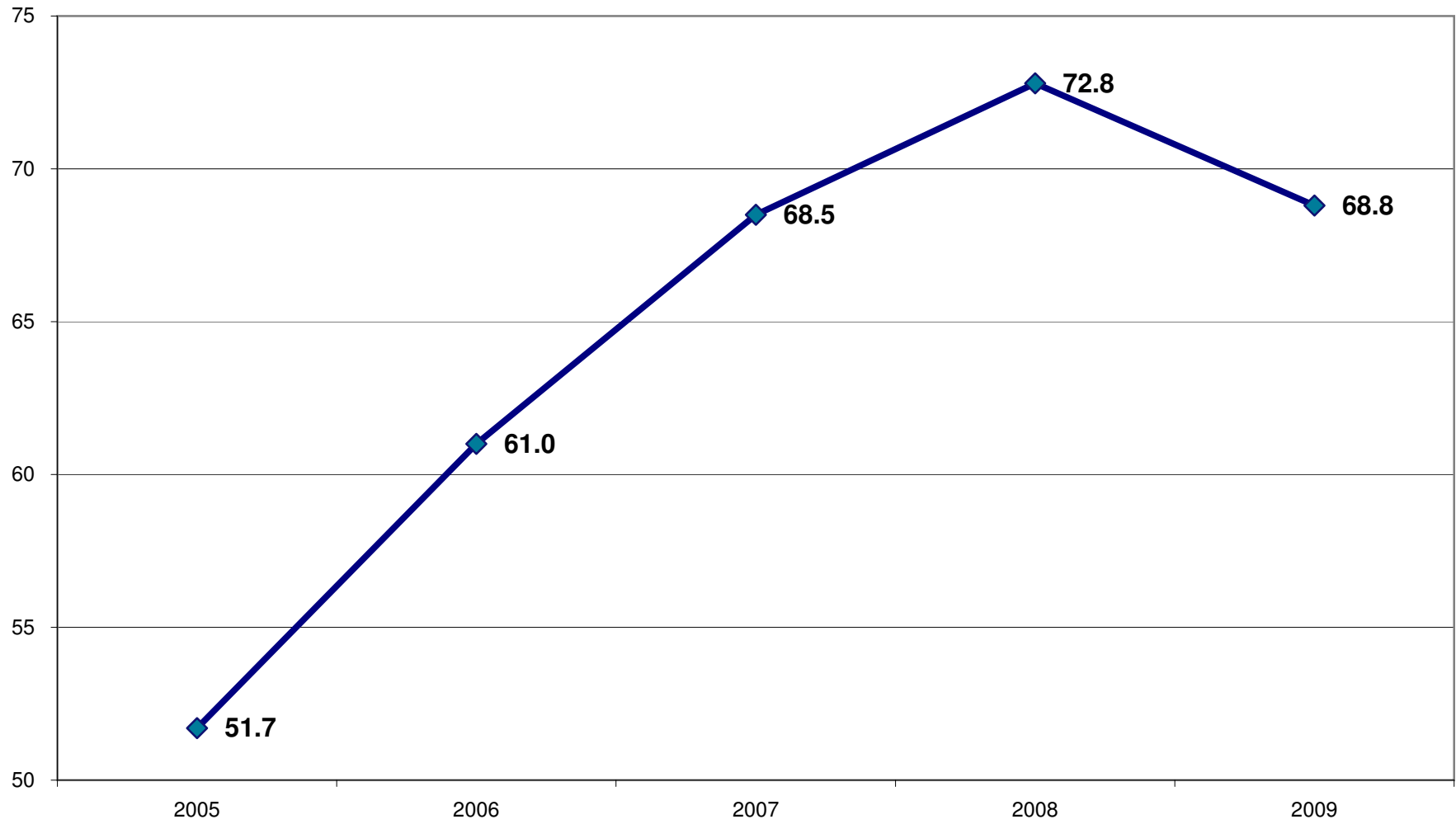
Source: eHoliday Study conducted for Shop.org by BIGresearch, Sept. 14 - Oct. 6, 2009. 70 retailer respondents.

Americans With Internet at the Office Who Shop Online from Work



Source: Conducted for Shop.org by BIGresearch, November 3-10, 2009. 8692 respondents.

Number of Americans Who Shop for Holiday Gifts from Work (in Millions)



Source: Conducted for Shop.org by BIGresearch, November 3-10, 2009. 8692 respondents.