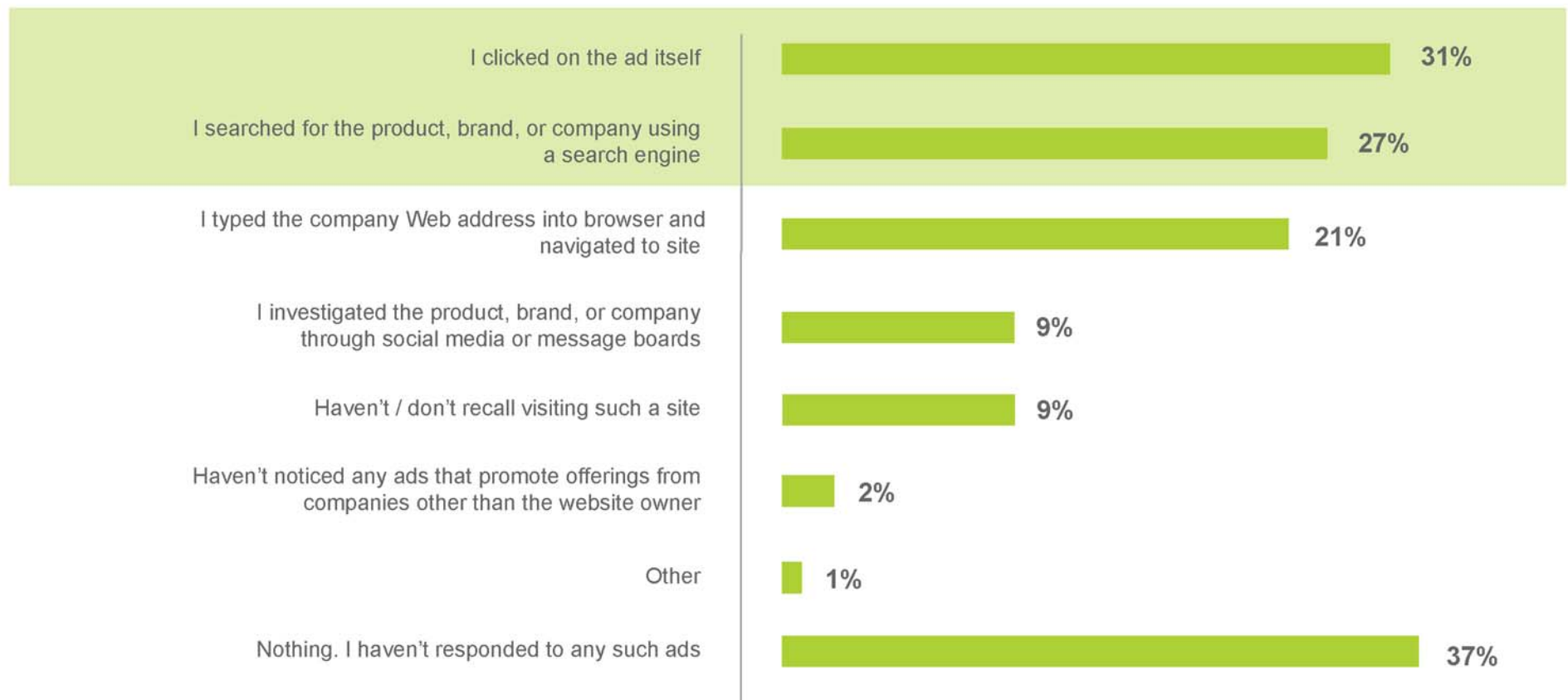


31% of Internet Users Who Respond to Online Advertising Clicked on the Ad Itself; Another 27% Used a Search Engine



Base: US Online Consumers
N=1575

Source: Commissioned Custom Research Study by Forrester Consulting on behalf of iProspect, January 2009