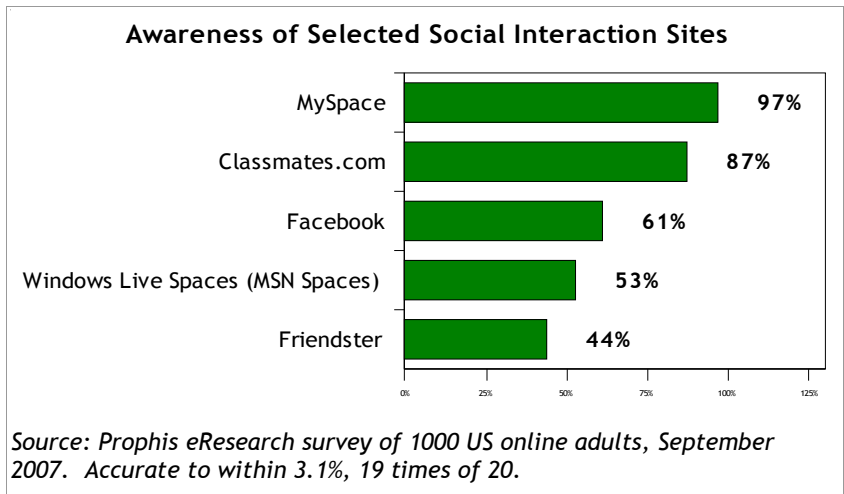


GENERAL PRESS RELEASE OF RESEARCH FINDINGS (Public Release Date: September 12, 2007)

MySpace Leads in Social Interaction Site Awareness as Web 2.0 fills “Golf Course” Motivations

According to a representative September 2007 survey of 1000 US adults conducted by Prophis eResearch (www.prophis.com), about half are currently using one or more of the so-called social interaction or Web 2.0 sites. MySpace was the single most recognized of among five prominent sites tested, with 97% aware of it. Classmates.com was next, with 87% awareness. Facebook, with 61%, rated slightly above Windows Live Spaces (53%). Friendster, earlier in the decade one of the most recognized players in this space, lagged the others tested with 44% in overall awareness.



Site awareness and usage highlights

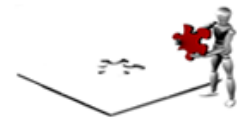
MySpace: Awareness was almost universal among online adults. Usage levels overall were also highest for MySpace among the sites examined. Those from younger adult age groups more likely be users than those from older groups. For example, over half of US online adults under 34 currently use this site. Interestingly, household income tends to skew bimodal, with higher percentages of usage coming from groups with lower and higher incomes - a sign of a disproportionate mix of professionals and pre-professionals.

Classmates.com: Awareness levels for Classmates.com are high in general and even higher among younger adult groups (i.e. awareness is 91% for online adults 44 years old or younger). This service ranked second among the sites for usage levels. Younger baby-boomers and older generation X'er age groups alike are more likely to be users than those from other age groups. Household income levels and education levels also skewed higher.

Facebook: Awareness is strongly related to age. Among adults between 17 and 24, 84% were aware of Facebook, for example. Ranking third among sites tested in terms of overall usage, those 25 years old or younger were also much more likely to be users than were those from other age segments. As with MySpace, disproportionately large percentages of use from lower income and higher income households. Users are also more likely to have higher formal education.

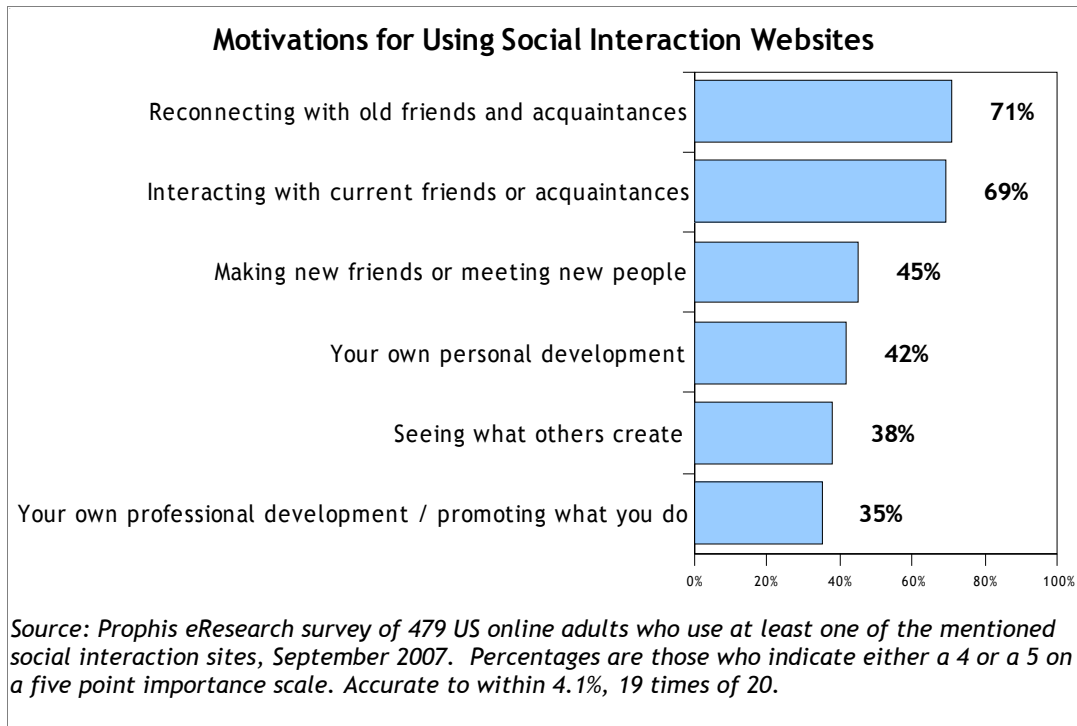
Windows Live Spaces: Middle aged adults were more likely to be aware of this service than both those from both older and younger adult segments. Usage levels are relatively lower in comparison to three of the other four sites examined. Usage of WLS among the 25-34 age group is proportionately higher than among their other age segments. Household incomes also skew somewhat higher and more males than females tend to use the service.

Friendster: Younger adults and those with more formal education were more likely to be aware of Friendster than were older ones. While usage levels much lower overall than other compared sites, its most likely users are those from among 25-34 year old segment. Users also tend to be better educated and have higher household incomes.



Reconnecting and interacting are top motivations

By far the most important motivators for using these sites is to reconnect and interact with people you already know. Also, many users also are looking to make new friends. A number of other reasons to use these services also receive are also on the minds of users. High among them is the desire to develop themselves personally, through the various activities they can take part in on these kinds of



sites. Finally, a significant amount of what users are looking to accomplish through these sites is more business related in nature, with just over third of current users using these sites to promote what they do or to develop themselves *professionally*.

The new community or the new golf course?

“Social interaction websites have been touted by many as a new kind of community. That characterization is essentially true but almost too generic. They are fulfilling a similar constellation of needs as golfing does for many. On the golf course, diverse people like meeting up with old friends, making the odd new one and enjoying the game itself and its other related activities. This includes also doing a bit of business.” says Stuart Hemerling, Senior Research Consultant with Prophis eResearch.

Additional information

Prophis eResearch (www.prophis.com), which is responsible for the contents of this release, is an independent marketing research and consulting company based in Vancouver (Canada). Prophis delivers a range of marketing research services to clients, including original custom research with its panel of US adult consumers. For more information, please contact Stuart Hemerling directly at shemerling@prophis.com.