



WEBER SHANDWICK
W O R L D W I D E

TO: Jordan Bressler
FROM: Katy Lauler
Jason Niosi
DATE: 9/12/2002
SUBJECT: Buttoutnow.com August Update
CC: Steve Watson
Janet Cabot
John Roth
Katerina McCarthy
Weber Shandwick YSPP Team

As we mentioned last week, the first five days in September have generated close to 63,000 visitors and is on pace to be the biggest month in the Web site's history. As we wait for September to come to an end, the following are key details from the buttoutnow.com Web site report for August.

- There were 75,343 visitors to the site in August, with an average of 2,430 visitors per day. The number of visitors has increased with each passing month in 2002 and is expected to continue to do so as the TeenH.I.P. Awards and "Stay on the Right Track" Internet game generate visitors.
- The Web site has received 460,653 visitors from January through August in 2002, compared to 744,383 visitors from January through August in 2001.
- The most frequently visited pages in August include:
 - ClubHIP (32,233)
 - TeenH.I.P. Awards (24,554)
 - Grant Program (10,433)
 - Cool News (7,892)
- The average length of time visitors spent on the site was 7 minutes and 12 seconds.

Please feel free to call with any questions or comments about the report. Thanks.

Katy Lauler 312/988-2075
Jason Niosi 312/988-2217

676 North St. Clair
Suite 1000
Chicago, IL 60611
www.webershandwick.com

T 312 988 2400
F 312 988 2363

81874100