

## Media Alert - DRAFT

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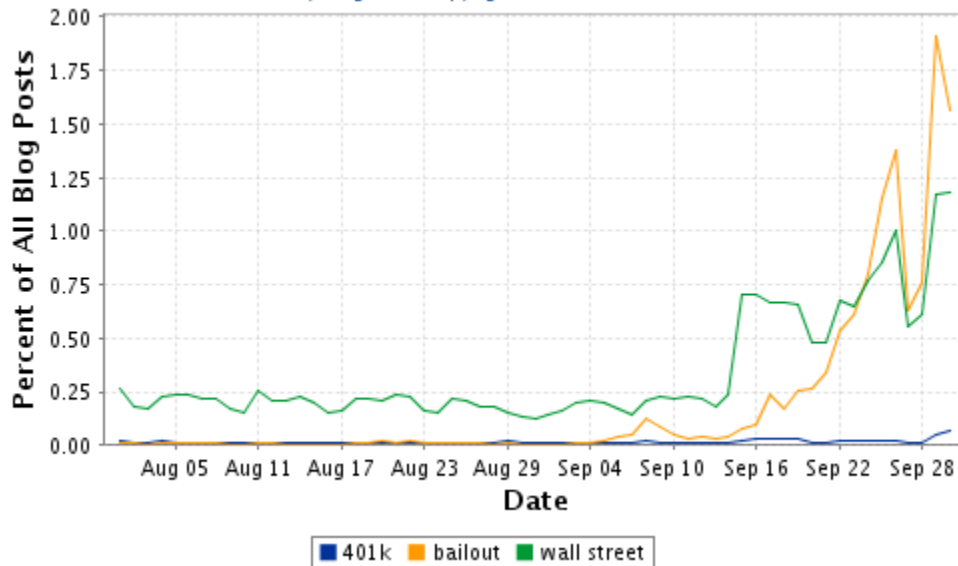
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**Traffic to Online Trading Sites Increases 30 Percent, while Blog Discussion about “Wall Street” and “Bailout” Soars, according to Nielsen Online**

**New York, NY – September 30, 2008** – Nielsen Online, a service of The Nielsen Company, today reported a 30 percent increase in traffic to online brokerage Web sites during the week ending Sept. 21, 2008, compared to the average category traffic for the previous seven weeks. And while online consumers discussed 401(k) plans, blog discussion about “wall street” and “bailout” soared in recent days, with nearly two percent of all blog posts on Sept. 29 mentioning “bailout” (Chart 1).

**Chart 1: Comparison of blog volume for terms “401k,” “bailout” and “wall street.”**

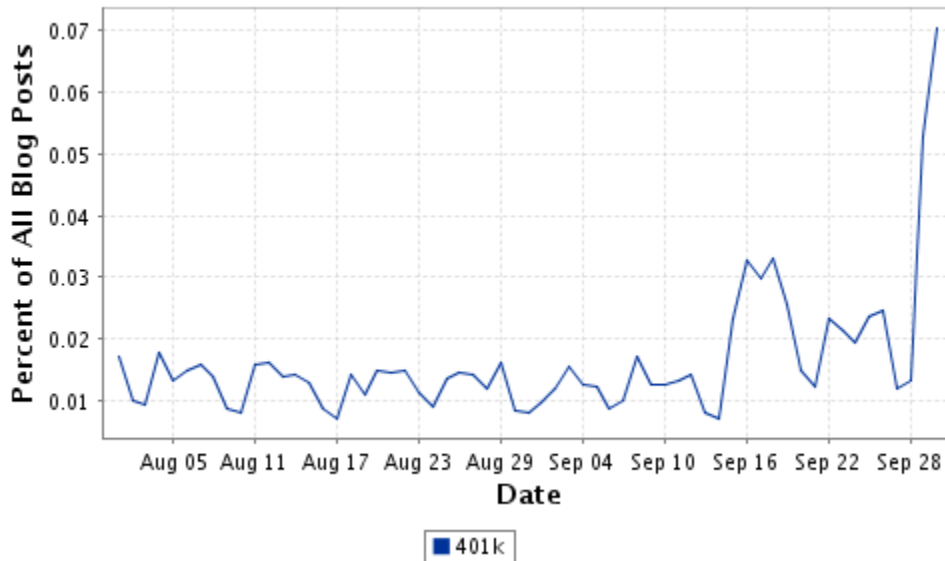
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While it paled in comparison to “wall street” and “bailout,” discussion around 401k accounts did increase relative to the previous week, with 0.07 percent of posts including the term (Chart 2).

**Chart 2: Blog volume for 401k**

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“Consumers are voicing opinions about the financial crisis – both on- and off-line. While members of congress are reporting an increase in phone calls and e-mails from constituents, many are sharing thoughts and concerns with the world online,” said Charles Buchwalter, senior vice president, research and analytics, Nielsen Online.

Traffic to the Online Trading category during the week ending Sept. 21 increased 30 percent compared to the average weekly traffic for the previous seven weeks, while the total number of people accessing the Internet remained stable. “It will be interesting to watch the traffic patterns to online trading sites over the next few months,” continued Buchwalter. “While it is gratifying to watch assets grow, investors may be less eager to routinely check their losses.”

**Table 1: Unique Audience (000) to Online Trading Web Sites, ranked by UA during Week Ending Sept. 21, 2008 (U.S. Home and Work)**

Site	Weekly Average July 28 – Sept. 14	Week Ending Sept. 21	Percent Growth
Online Trading Category	9,212	11,992	30%
Fidelity.com	2,061	2,742	33%
ShareBuilder	625	1,980	217%
Scottrade	790	1,612	104%
Vanguard	720	1,434	99%
Ameritrade	806	1,090	35%
Merrill Lynch	436	994	128%
Charles Schwab	634	927	46%
E Trade	713	900	26%
troweprice.com	282	506	80%

Source: Nielsen Online

– more –



***About Nielsen Online:***

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

***About The Nielsen Company:***

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