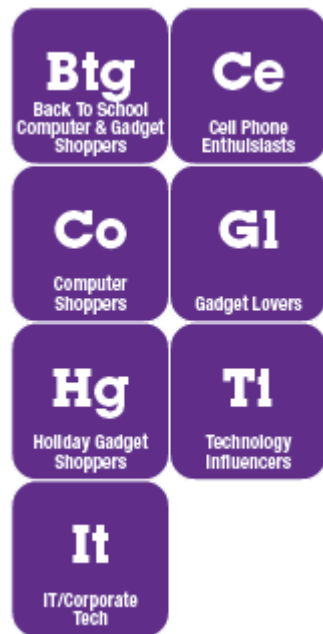


Technology Audiences

The Technology Audience category consists of segments of people that **are** interested in technology - such as gadget lovers and cell phone enthusiasts. These audience segments include influential people who keep abreast of new technology by reading and contributing to top web sites and blogs. AudienceScience can help you provide relevant advertising to people who are interested in purchasing products or services, such as computers, cell phones, and mp3 players. These segments are powered by AudienceScience's leading audience targeting technology.

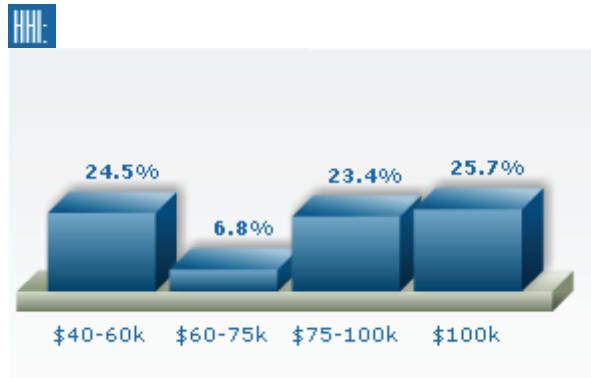
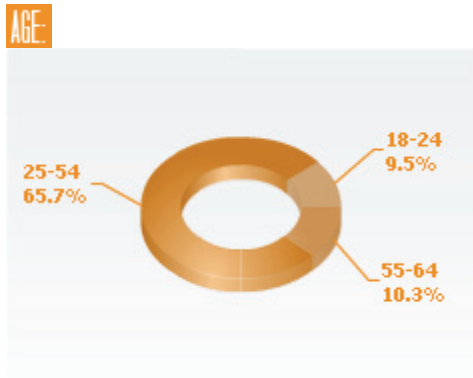


Btg
Back To School
Computer & Gadget
Shoppers

MALE: 42.8%

FEMALE: 57.2%

Back to school computer and gadget shoppers include both parents and students who are shopping for gadgets and electronics for going back to school. These people are interested in viewing information on computers, MP3 players, portable electronics, and calculators. Many are also interested in educational software.



SEGMENT AUDIENCES:

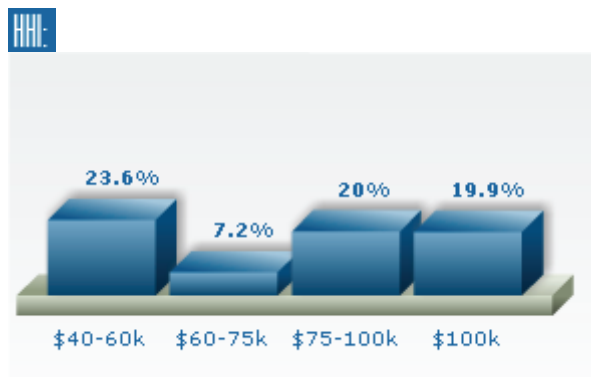
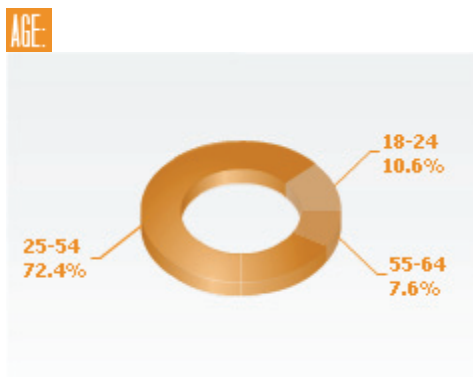
- 3.11x more likely to visit 'Business/Finance - Taxes' sites than the average internet user
- 2.38x more likely to visit 'Retail - Mall' sites than the average internet user
- 2.33x more likely to visit 'Business/Finance - Financial Information/Advice' sites than the average internet user

Ce
Cell Phone
Enthusiasts

MALE: 41.7%

FEMALE: 58.3%

Cell phone enthusiasts are those who are actively looking and shopping for a new cell phone, including Bluetooth and wireless models. They tend to read articles relating to new technologies, so that they can make more informed decisions.



SEGMENT AUDIENCES:

- 3.71x more likely to visit 'Career Services and Development - Training and Education' sites than the average internet user
- 3.70x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 2.61x more likely to visit 'Community - Personals' sites than the average internet user

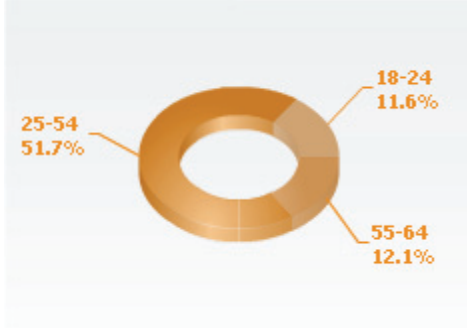
Co
Computer Shoppers

MALE: 55.8%

FEMALE: 44.2%

Computer shoppers are people who are reviewing their PC options for a new computer. They tend to read articles on major technology sites, research specific laptops, and comparison shop for the best deal on computers.

AGE:



HHI:



SEGMENT AUDIENCES:

- 8.88x more likely to visit 'Travel - Transactions' sites than the average internet user
- 6.25x more likely to visit 'Health - Pharmacy' sites than the average internet user
- 5.08x more likely to visit 'Travel - Car Rental' sites than the average internet user

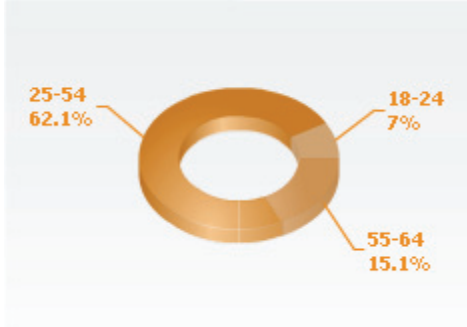
G1
Gadget Lovers

MALE: 40.4%

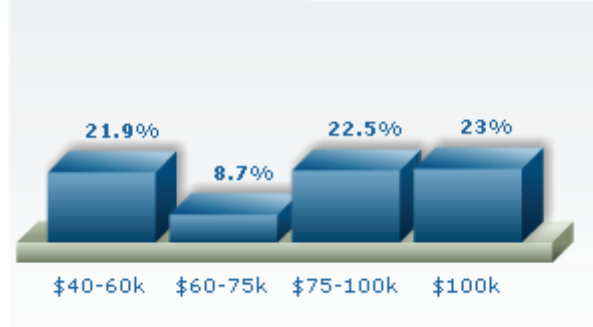
FEMALE: 59.6%

Gadget lovers and electronics trendsetters who stay up-to-date on the latest tech gadgets and portable electronics.

AGE:



HHI:



SEGMENT AUDIENCES:

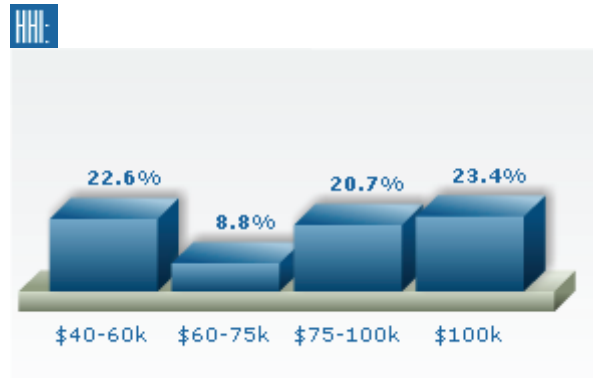
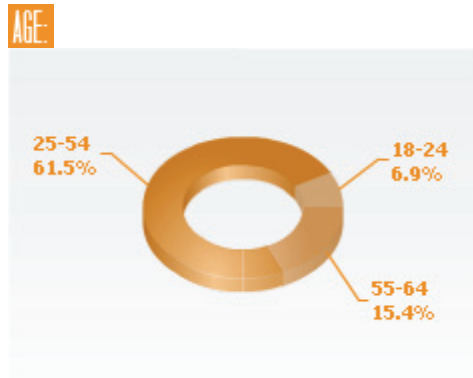
- 3.40x more likely to visit 'Retail - Mall' sites than the average internet user
- 3.36x more likely to visit 'Services - Incentives' sites than the average internet user
- 3.19x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user

Hg Holiday Gadget Shoppers

MALE: 39%

FEMALE: 61%

Holiday gadget shoppers focus on purchasing gadgets for friends and family as gifts. They may be gadget lovers themselves or they may be shopping for a gadget lover-- but whatever the case, they often search for new gadgets on news and technology sites.



SEGMENT AUDIENCES:

- 3.49x more likely to visit 'Retail - Mall' sites than the average internet user
- 3.48x more likely to visit 'Services - Incentives' sites than the average internet user
- 3.26x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user

Ti Technology Influencers

Technology influencers are highly engaged with different types of technology across multiple news and technology sites. They wield an enormous purchasing influence on friends and family. They usually rely on a large number of sites and blogs to stay current with the latest technology trends and gadgets, and tend to be quite vocal on blogs. They have a large role in the online conversation about technology.

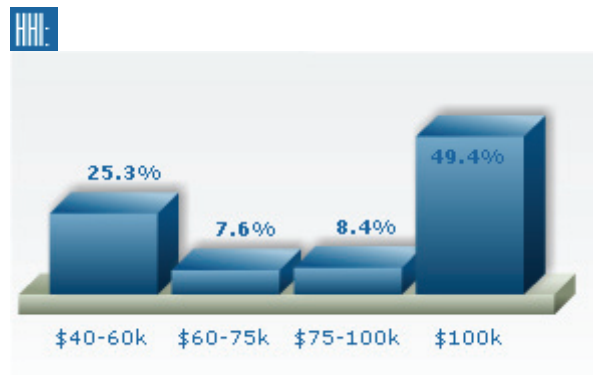
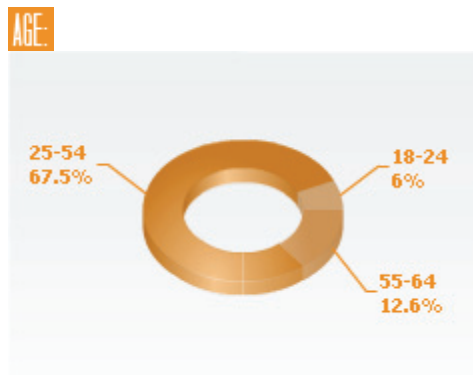
More Information Coming Soon

It IT/Corporate Tech

MALE: 39.3%

FEMALE: 60.7%

IT corporate technologists manage corporate IT infrastructures and who are continually reviewing their server, data storage, networking, and corporate software options. They have enormous influence within their companies.



SEGMENT AUDIENCES:

- 4.58x more likely to visit 'News/Information - Politics' sites than the average internet user
- 2.54x more likely to visit 'Community - Green' sites than the average internet user
- 2.52x more likely to visit 'Retail - Consumer Goods' sites than the average internet user