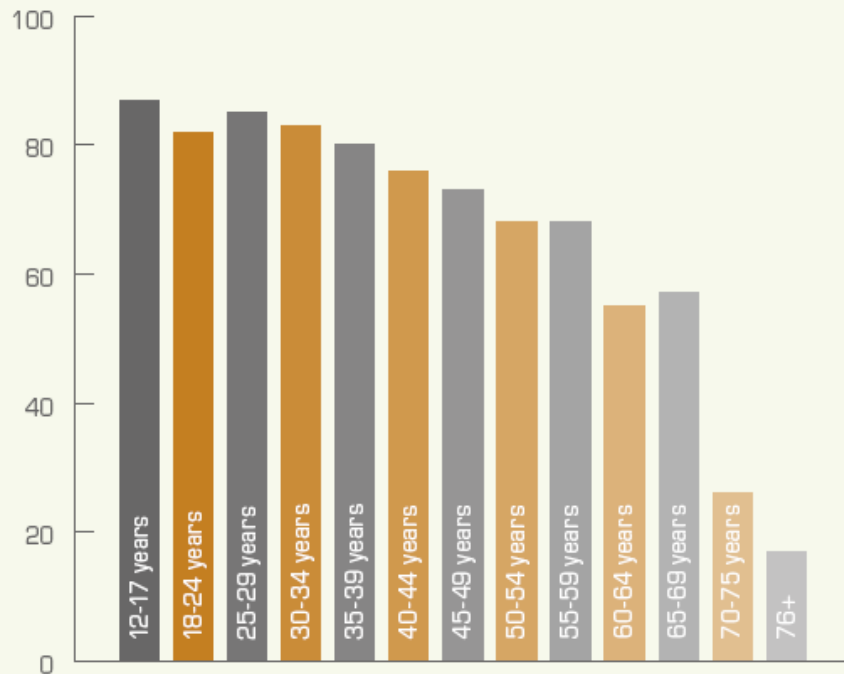


fact INTERNET USAGE

The Internet is used by people in all age ranges... young, old and middle aged.



Objective Source: Pew Internet & American Life Project, Generations Online, December 2005

Myth

Only kids and geeks use the Internet.

Reality

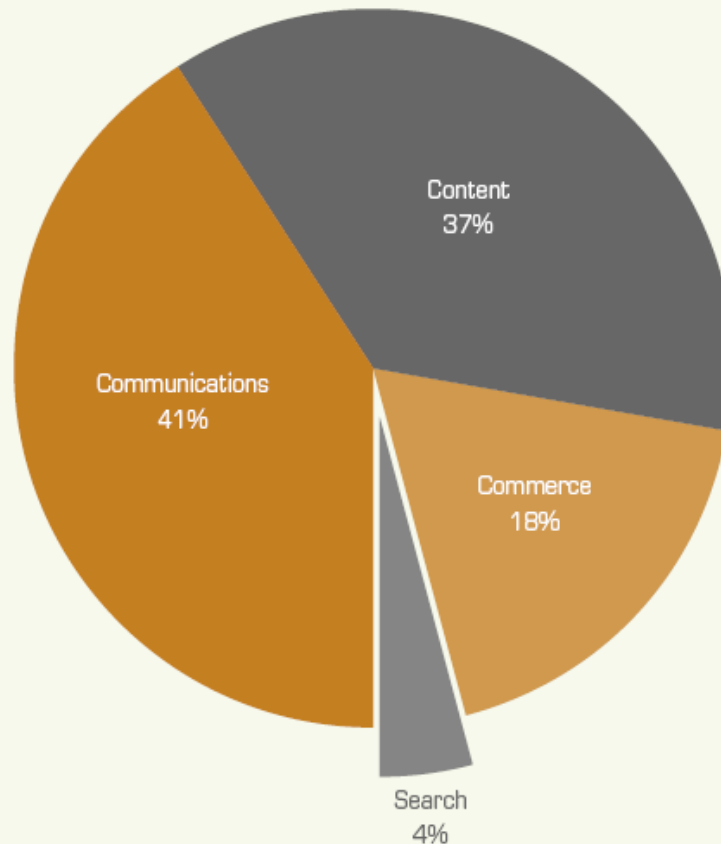
Although a significant percentage of the population ages 12-24 use the Internet, over two-thirds of the population ages 50-59 and over half of the population ages 60-69 use the Internet.

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fact INTERNET USAGE

Communications, Content & Commerce are where Internet users spend the bulk of their online time.

Share of Time Spent Online: June 2005



Objective Source: OPA & Nielsen/NetRatings June 2005

Myth

Internet users are spending most of their time on specific search related activities.

Reality

Although Internet users are utilizing search en mass they are still spending the bulk of online time in other media applications and formats. Search accounts for only 4% of time spent online.

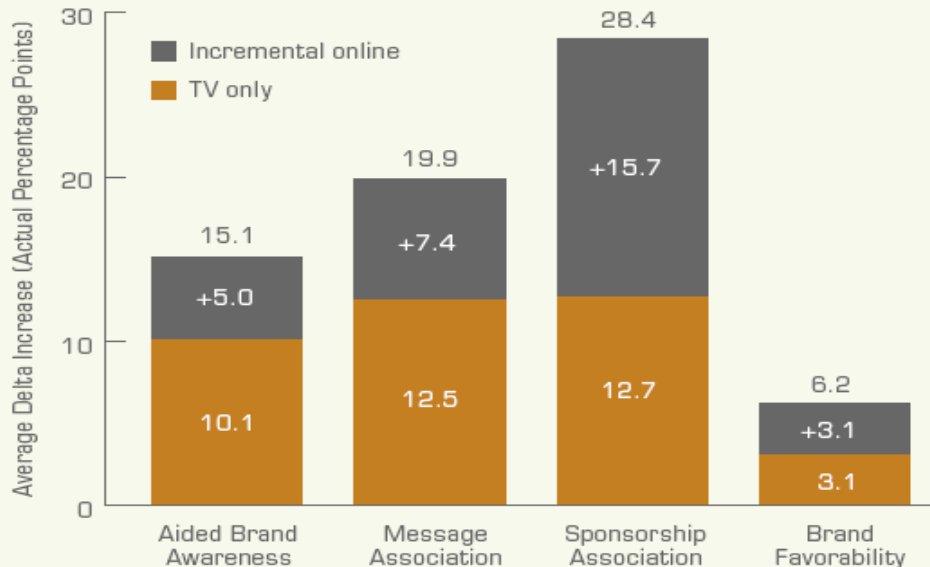
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fact INTERNET MEDIA

Advertising on complementary mediums increases the overall metrics for success.

Effect of Medium on Brand Metrics

average percentage point increase over unexposed baseline in 10 CrossMedia campaigns



Objective Source: Dynamic Logic CrossMedia Research Studies, January 2004

Myth

Internet advertising will make television advertising obsolete and/or less effective.

Reality

Every medium has a unique strength and weakness. The key is finding the proper utilization of each to create balance. As the graph illustrates the use in tandem can actually strengthen the results.

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Online Lead Generation Sample Process Flowchart

