EXHIBIT C

Quantcast US Site Rankings for sites 1 to 100

- +1K
- +2K
- +3K
- +4K
- +5K
- +6K
- +7K
- +8K
- +9K
- +10K
- 1M

Next 100

1	google.com	137M+ U.S. monthly people. The site attracts a more affluent, more educated audience.	✓
2	yahoo.com	124M+ U.S. monthly people. The site appeals to a more educated crowd.	✓
3	msn.com	98M+ U.S. monthly people. The site caters to a more educated audience.	✓
4	live.com	96M+ U.S. monthly people. The site appeals to a more educated crowd.	✓
5	microsoft.com	75M+ U.S. monthly people.	✓
6	youtube.com	72M+ U.S. monthly people.	✓
7	wikipedia.org	70M+ U.S. monthly people. The site caters to a more educated group.	⊘
8	aol.com	69M+ U.S. monthly people. The site caters to a very slightly female biased audience.	✓
9	myspace.com	68M+ U.S. monthly people. The site is popular among a more female audience.	✓
10	ebay.com	67M+ U.S. monthly people. The site is popular among a more affluent, slightly male slanted audience.	✓
11	amazon.com	61M+ U.S. monthly people. The site appeals to a more educated following.	✓
12	facebook.com	56M+ U.S. monthly people. The site appeals to a more affluent, very slightly female biased audience.	✓
13	about.com	43M+ U.S. monthly people. The site is popular among a very slightly female biased audience.	✓
14	craigslist.org	41M+ U.S. monthly people. The site attracts a very slightly male biased, fairly wealthy audience.	⊘
15	blogspot.com	40M+ U.S. monthly people. The site attracts a more educated following.	⊘
16	walmart.com	40M+ U.S. monthly people. The site caters to a very slightly female biased audience.	✓
17	mapquest.com	38M+ U.S. monthly people. The site appeals to a slightly female slanted, more educated, more affluent group.	✓

	18	ask.com	37M+ U.S. monthly people. The site appeals to a slightly more female than male audience.	✓
	19	photobucket.com	34M+ U.S. monthly people. The site appeals to a slightly more female than male audience.	✓
	20	target.com	33M+ U.S. monthly people. The site appeals to a somewhat female audience.	⊘
☑	21	answers.com	32M+ U.S. monthly people. The site caters to a more educated audience.	✓
	22	go.com	32M+ U.S. monthly people. The site appeals to a more affluent group.	✓
	23	paypal.com	30M+ U.S. monthly people. The site caters to a fairly wealthy audience.	✓
	24	adobe.com	30M+ U.S. monthly people. The site attracts a slightly female slanted audience.	⊘
	25	windows.com	30M+ U.S. monthly people.	
☑	26	wordpress.com	26M+ U.S. monthly people. The site appeals to a more educated following.	⊘
	27	cnn.com	26M+ U.S. monthly people. The site attracts a more educated, rather male, fairly wealthy audience.	✓
	28	att.com	25M+ U.S. monthly people. The site is popular among a very slightly female biased audience.	⊘
	29	apple.com	24M+ U.S. monthly people. The site appeals to a fairly wealthy, very slightly female biased audience.	⊘
	30	bizrate.com	24M+ U.S. monthly people. The site caters to a more affluent audience.	⊘
	31	imdb.com	23M+ U.S. monthly people.	✓
	32	flickr.com	23M+ U.S. monthly people. The site appeals to a slightly male slanted audience.	✓
	33	bestbuy.com	23M+ U.S. monthly people. The site attracts a very slightly male biased crowd.	⊘
	34	weather.com	22M+ U.S. monthly people. The site attracts a somewhat wealthy, more educated audience.	✓
	35	blogger.com	21M+ U.S. monthly people. The site caters to a more educated audience.	⊘
	36	comcast.net	20M+ U.S. monthly people. The site is popular among a more affluent group.	✓
☑	37	reference.com	20M+ U.S. monthly people.	✓
	38	yellowpages.com	20M+ U.S. monthly people. The site attracts a rather female audience.	✓
	39	geocities.com	19M+ U.S. monthly people.	✓
	40	bankofamerica.com	19M+ U.S. monthly people. The site attracts a more affluent, more educated audience.	⊘
	41	whitepages.com	18M+ U.S. monthly people. The site is popular among a very slightly female biased, more affluent audience.	✓
	42	nextag.com	17M+ U.S. monthly people. The site is popular among a more educated, more affluent audience.	✓

43	ehow.com	17M+ U.S. monthly people. The site attracts a slightly more female than male audience.	✓
44	jcpenney.com	16M+ U.S. monthly people. The site appeals to a primarily female audience.	⊘
45	ups.com	16M+ U.S. monthly people. The site is popular among a more affluent crowd.	⊘
46	usps.com	16M+ U.S. monthly people. The site caters to a more educated crowd.	✓
47	shopzilla.com	16M+ U.S. monthly people. The site appeals to a slightly female slanted following.	✓
48	webmd.com	16M+ U.S. monthly people. The site attracts a more female crowd.	✓
49	overstock.com	15M+ U.S. monthly people. The site attracts a rather female, more affluent following.	⊘
50	sears.com	15M+ U.S. monthly people.	⊘
51	circuitcity.com	15M+ U.S. monthly people.	⊘
52	toysrus.com	14M+ U.S. monthly people. The site appeals to a fairly wealthy, more female audience.	⊘
53	download.com	14M+ U.S. monthly people. The site is popular among a very slightly male biased audience.	✓
54	allrecipes.com	14M+ U.S. monthly people. The site caters to a mostly female group.	✓
55	verizonwireless.com	14M+ U.S. monthly people. The site is popular among a slightly female slanted, fairly wealthy crowd.	⊘
56	chase.com	14M+ U.S. monthly people. The site attracts a more educated, more affluent, slightly female slanted audience.	⊘
57	metacafe.com	13M+ U.S. monthly people. The site appeals to a more male audience.	✓
58	hp.com	13M+ U.S. monthly people.	⊘
59	classmates.com	13M+ U.S. monthly people. The site is popular among a slightly more female than male audience.	✓
60	reunion.com	13M+ U.S. monthly people. The site attracts a rather female group.	✓
61	nytimes.com	12M+ U.S. monthly people. The site appeals to a very slightly male biased, more educated, fairly wealthy audience.	✓
62	capitalone.com	12M+ U.S. monthly people. The site is popular among a very slightly female biased audience.	⊘
63	comcast.com	12M+ U.S. monthly people. The site is popular among a slightly female slanted following.	⊘
64	pronto.com	12M+ U.S. monthly people.	✓
65	wellsfargo.com	12M+ U.S. monthly people. The site appeals to a slightly female slanted crowd.	✓
66	careerbuilder.com	12M+ U.S. monthly people. The site is popular among a slightly female slanted group.	⊘

67	vzw.com	12M+ U.S. monthly people. The site is popular among a more affluent, slightly female slanted following.	⊘
68	gamespot.com	12M+ U.S. monthly people. The site appeals to a slightly male slanted audience.	✔
69	digg.com	12M+ U.S. monthly people. The site appeals to a slightly male slanted audience.	✔
70	dell.com	11M+ U.S. monthly people. The site is popular among a more educated audience.	⊘
71	zynga.com	11M+ U.S. monthly people. The site appeals to a rather female following.	
72	merriam-webster.com	11M+ U.S. monthly people. The site attracts a more educated, fairly wealthy audience.	✔
73	tripod.com	11M+ U.S. monthly people.	✔
74	reuters.com	11M+ U.S. monthly people. The site attracts a more educated, more affluent, heavily male group.	✔
75	kohls.com	11M+ U.S. monthly people. The site caters to a more affluent, mostly female audience.	⊘
76	kmart.com	11M+ U.S. monthly people. The site caters to a more female crowd.	⊘
77	nfl.com	10M+ U.S. monthly people. The site is popular among a more male, more affluent group.	✔
78	netflix.com	10M+ U.S. monthly people. The site caters to a very slightly female biased, more educated crowd.	⊘
79	macys.com	10.0M+ U.S. monthly people. The site is popular among a more educated, fairly wealthy, mostly female following.	⊘
80	fedex.com	10.0M+ U.S. monthly people. The site caters to a fairly wealthy audience.	✔
81	monster.com	9.9M+ U.S. monthly people. The site caters to a very slightly female biased following.	✔
82	ezinearticles.com	9.9M+ U.S. monthly people.	✔
83	cnet.com	9.8M+ U.S. monthly people. The site is popular among a more educated, somewhat male audience.	✔
84	people.com	9.8M+ U.S. monthly people. The site caters to a more affluent, slightly female slanted crowd.	✔
85	smarter.com	9.8M+ U.S. monthly people. The site caters to a slightly more female than male audience.	⊘
86	barnesandnoble.com	9.8M+ U.S. monthly people. The site appeals to a more educated, rather female following.	✔
87	usatoday.com	9.8M+ U.S. monthly people. The site is popular among a more affluent, more educated, very slightly male biased following.	✔
88	rockyou.com	9.7M+ U.S. monthly people. The site is popular among a mostly female crowd.	✔
89	ign.com	9.6M+ U.S. monthly people.	✔

☑ 90	**typepad.com**	9.5M+ U.S. monthly people. The site caters to a more educated, more affluent audience.	☑
☑ 91	**wunderground.com**	9.5M+ U.S. monthly people. The site attracts a more educated, slightly male slanted, mostly Caucasian, more affluent audience.	☑
☑ 92	**linkedin.com**	9.4M+ U.S. monthly people. The site appeals to a fairly wealthy, very slightly male biased, more educated group.	☑
93	**verizon.com**	9.3M+ U.S. monthly people. The site appeals to a very slightly female biased following.	⊘
☑ 94	**evite.com**	9.3M+ U.S. monthly people. The site caters to a somewhat wealthy, more educated, rather female crowd.	☑
95	**symantec.com**	9.3M+ U.S. monthly people.	⊘
☑ 96	**nbc.com**	9.2M+ U.S. monthly people. The site caters to a more female crowd.	☑
97	**borders.com**	9.2M+ U.S. monthly people. The site caters to a more educated, more female, fairly wealthy following.	
98	**pogo.com**	9.2M+ U.S. monthly people. The site caters to a primarily female audience.	☑
99	**nih.gov**	9.1M+ U.S. monthly people. The site appeals to a somewhat female, more educated audience.	⊘
100	**wikimedia.org**	9.1M+ U.S. monthly people. The site caters to a slightly more male than female, more educated audience.	⊘

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- +1K
- +2K
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- +6K
- +7K
- +8K
- +9K
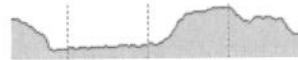- +10K
- 1M

Next 100
Download top million site rankings (~10MB)

	US People	Global People	Four Month Trend

Weather Underground Network

4 sites 25+ segments syndicators

8.8M 11.9M

wunderground.com

view site

7.6M 10.3M

**ACCEPTS
ADS**
Quantified

134 rank

Weather forecasts for the U.S. and the world with a fast, easy to use interface. Includes weather maps, graphics and radar images.

Directly
Measured
Data

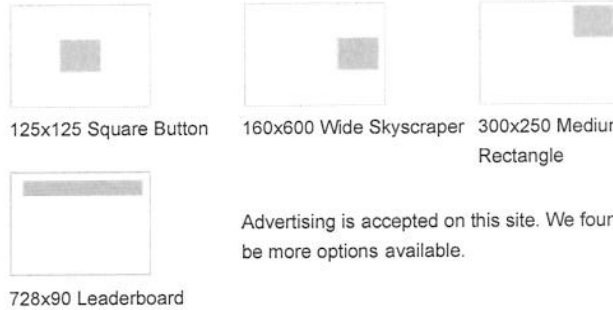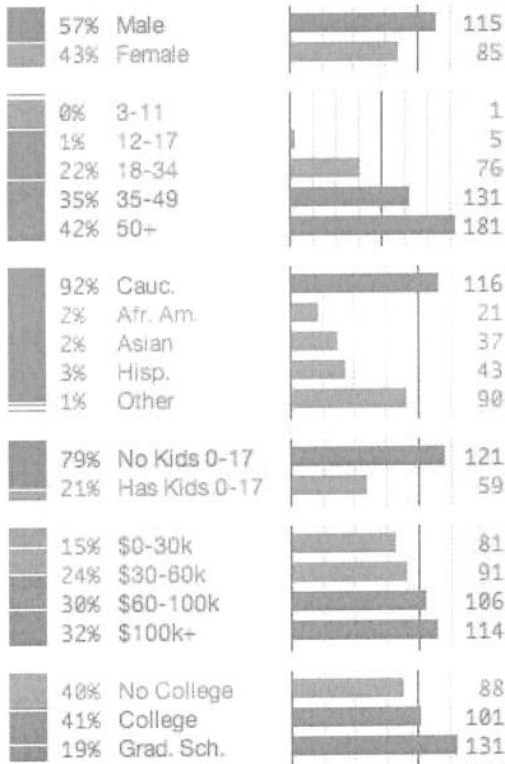## US Demographics

Jan 2009

Advertising
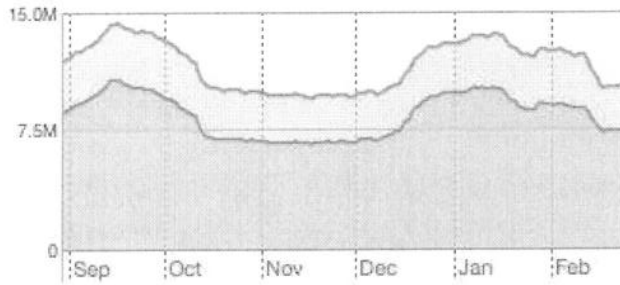
125x125 Square Button   160x600 Wide Skyscraper   300x250 Medium Rectangle

728x90 Leaderboard

Advertising is accepted on this site. We found 4 format(s). There may be more options available.

%	Group	Index
57%	Male	115
43%	Female	85
0%	3-11	1
1%	12-17	5
22%	18-34	76
35%	35-49	131
42%	50+	181
92%	Cauc.	116
2%	Afr. Am.	21
2%	Asian	37
3%	Hisp.	43
1%	Other	90
79%	No Kids 0-17	121
21%	Has Kids 0-17	59
15%	$0-30k	81
24%	$30-60k	91
30%	$60-100k	106
32%	$100k+	114
40%	No College	88
41%	College	101
19%	Grad. Sch.	131

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People   Cookies   Page Views

Audience Also Likes

Global	10.3M	14.0M	112M
US	7.6M	10.7M	93.2M

- **People**
- **Cookies**

Monthly People
wunderground.com

Directly Measured
02/24/09

15.0M

7.5M

0

Sep   Oct   Nov   Dec   Jan   Feb

- GLOBAL: 10.3M   Max: 14.3M
- US: 7.6M   Max: 10.8M

2% Addicts   38% of Visits

38% Regulars   46% of Visits

60% Passers-By   16% of Visits
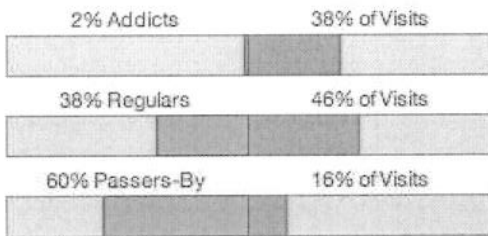
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Traffic Frequency

quantcast
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Business Activity

US

Business
36%

Home
64%

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In the US people tend to visit this site from home.

Global

Business
33%

Home
67%

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Globally people tend to visit this site from home.