

EXHIBIT I

webkinz.com

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Data is estimated

NO ADS

webkinz.com

1.9M
Est. Monthly US People



824

US RANK

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Plush pets that come with a unique secret code. Features a catalog, tour, trading cards, clubhouse, and parent's area. Owned by Ganz. [Description from dmoz]

Summary

Traffic

[IAB Compliant Traffic Report](#)

Geographic

Demographics

Business

Lifestyle (US)

[Audience Also Likes](#)

Monthly Traffic

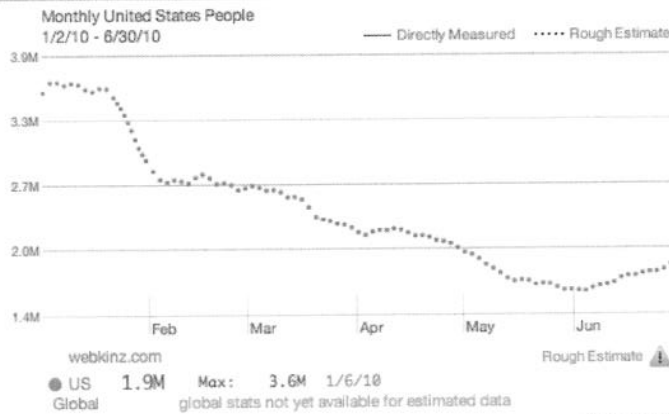
Updated Jul 2010 • Next: Aug 2010

People day week month

Range 1w 1m 3m 6m 1y All

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Audience Also Likes

Data Source: United States

The people who visit webkinz.com are also likely to visit these categories and sites:

Communities/Teens

Site	Affinity
clubperguin.com	21.6x
marapets.com	11.5x
neopets.com	10.5x
weeworld.com	6.5x

Kids

myepets.com	15.4x
neopets.com	10.5x
Nickelodeon	8.9x
primarygames.com	8.8x

Teens

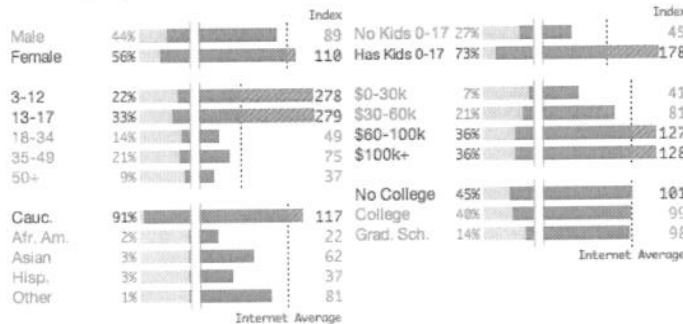
neopets.com	10.5x
Millsberry	10.3x
battleon.com	2.5x
bored.com	2.2x

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US Demographics

Updated May 2010 • Delayed - Next: Aug 2010



Income represents total household income.
100 index is internet average.

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Global Traffic Frequency

Business Activity

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