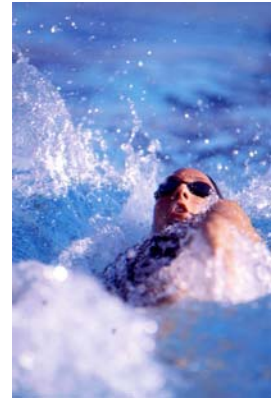


ABOUT THE WEBSITE

Since July 1996, *SwimmingWorldMagazine.com* has covered the latest news within the swimming community worldwide. As a part of Sports Publications' media network, the website integrates the different sections within *Swimming World* including the *SWIM and Swimming Technique* sections, and serves as a unique site to all types of swimmers. *SwimmingWorldMagazine.com* has continued its commitment to bringing its audience the most up-to-date and unbiased coverage of swimming. As a result of this commitment, *SwimmingWorldMagazine.com* has been rated the "#1 Swimming Website" and "Best of the Internet" by *PC Magazine*.

- *SwimmingWorldMagazine.com* averages **207,100** unique visitors per month
- *SwimmingWorldMagazine.com* averages **531,500** visitor sessions per month
- *SwimmingWorldMagazine.com* averages **1,363,500** page views per month
- *SwimmingWorldMagazine.com* has experienced a 100% increase in website traffic and page views since 2003
- *SwimmingWorldMagazine.com* has an international appeal, with almost 13% of the visitor sessions from over 15 different countries.



TRAFFIC INFORMATION

	Avg. Wkly Traffic	Peak Week (Olympics)	Peak Week ('05 World Champ)
Visitor Sessions	132,875	278,422	216,429
Unique Visitors	51,788	141,574	78,719
Page Views	340,895	567,480	597,877
Length of Visitor Session	9:40		
% of International Visitors	12.98%	15%	13%



WEBSITE LAYOUT



SwimmingWorldMagazine.com offers its visitors breaking news throughout the day including the most recent results from all around the world, and intriguing interviews with elite swimmers. In addition, the website features “Tips on Technique,” a workout database, an online SwimShop and its most recent addition includes a Premium Membership section.

A Premium Membership is available to subscribers of *Swimming World Magazine*. This premium section affords subscribers the opportunity to:

- Access “exclusive” stories found only on *SwimmingWorldMagazine.com* .
- Take advantage of premium member discounts to the online SwimShop.
- Receive a monthly newsletter providing them an electronic download of the recent issue of the magazine.
- Downloads of back issues, dating as far back to the 1960’s!

WEBSITE CONTENT

News/Lane 9

Features daily breaking swimming news from all around the world.

Results

An archive of all the current ranking and records, including All-Time Rankings, National & International Meets, College, High School and Age Group Rankings. Meet results include both national and international competitions at all levels.

Articles

View selected articles from the most current issues of *Swimming World Magazine*.

SwimShop

One stop shopping for best selling books, DVD’s, videos and other reference needs as it relates to swimming.

Workouts

Search our database of workouts; all that is needed is ability level, stroke and length of workout.

Technique Tips

Tips are updated bi-weekly and provide insight into how to approach everything from warming up to critical elements of the streamline.

Newsletter

A Bi-weekly electronic newsletter is sent to those who subscribe to the service. There are over **18,000** current subscribers who receive this newsletter, which highlights the current news, SwimShop specials and the latest meet results.



VISITOR FACTS

of Times They Visit

Once a day	28%
Two or more times a day	14%
Three times per week	26%
Once a week	22%

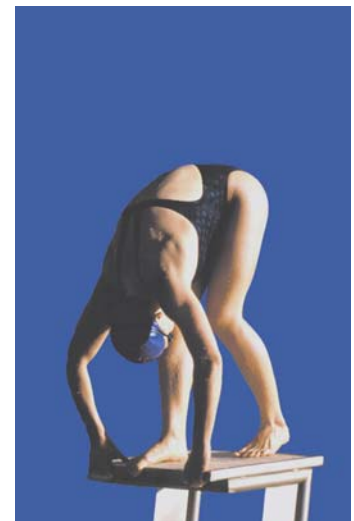
Most Popular Areas Visited

Articles
Lane 9 News
Results
Swim Shop
Tips on Technique
Workouts

Value of Website

Absolutely Invaluable	27%
Very Valuable	55%
Somewhat Valuable	16%

**Visitor survey results from fall 2003.*



What They are Saying About Us

“*SwimmingWorldMagazine.com* included pictures of the swimmers after their races. It's nice to see what they look like. Also, the writers are animated and full of energy... I almost wish they would write longer articles. I have been using the Trial Preview: Ecstasy/ Agony ‘Tip Sheet’ to follow the trials. Well written and presented.”

“I really like the direction of *SwimmingWorldMagazine.com* and the unbiased coverage of swimming events/news/results at all levels (including Masters).”

“Really super coverage of the sport! Because of *SwimmingWorldMagazine.com* I am much better informed of what is happening in swimming than I have ever been.”

