

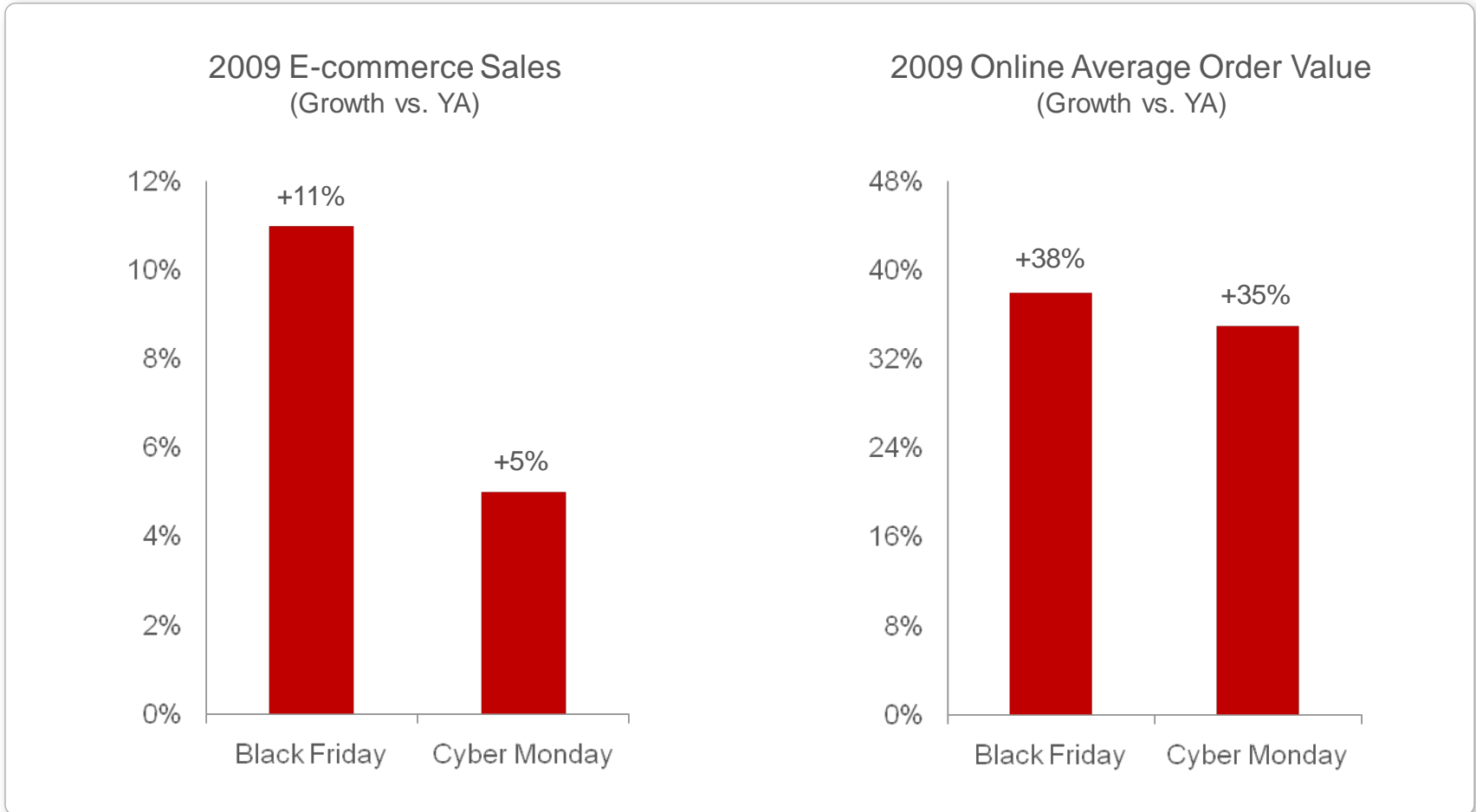
Gxogle

Valentine's Day 2010

December 18, 2009

People Will Shop Online for Key Holidays in 2010

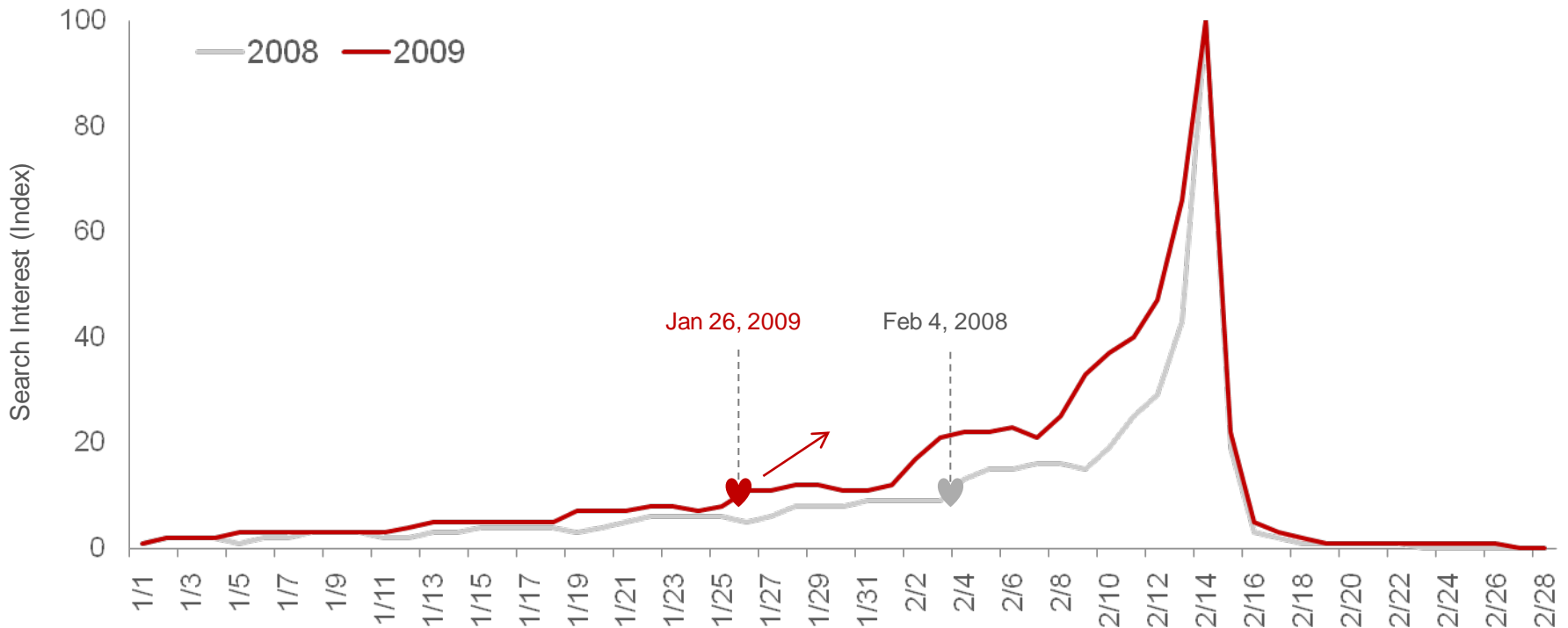
Latest ecommerce sales are promising signs that online retail will grow in 2010.



Source: E-commerce sales growth from comScore Press Release, 2009. Online average order value growth from Coremetrics Press Release, 2009.

Valentine's Day Shopping is Starting Earlier Every Year

'Valentine's day' searches began rising earlier than the year prior, indicating that consumers are shopping earlier online for the occasion.

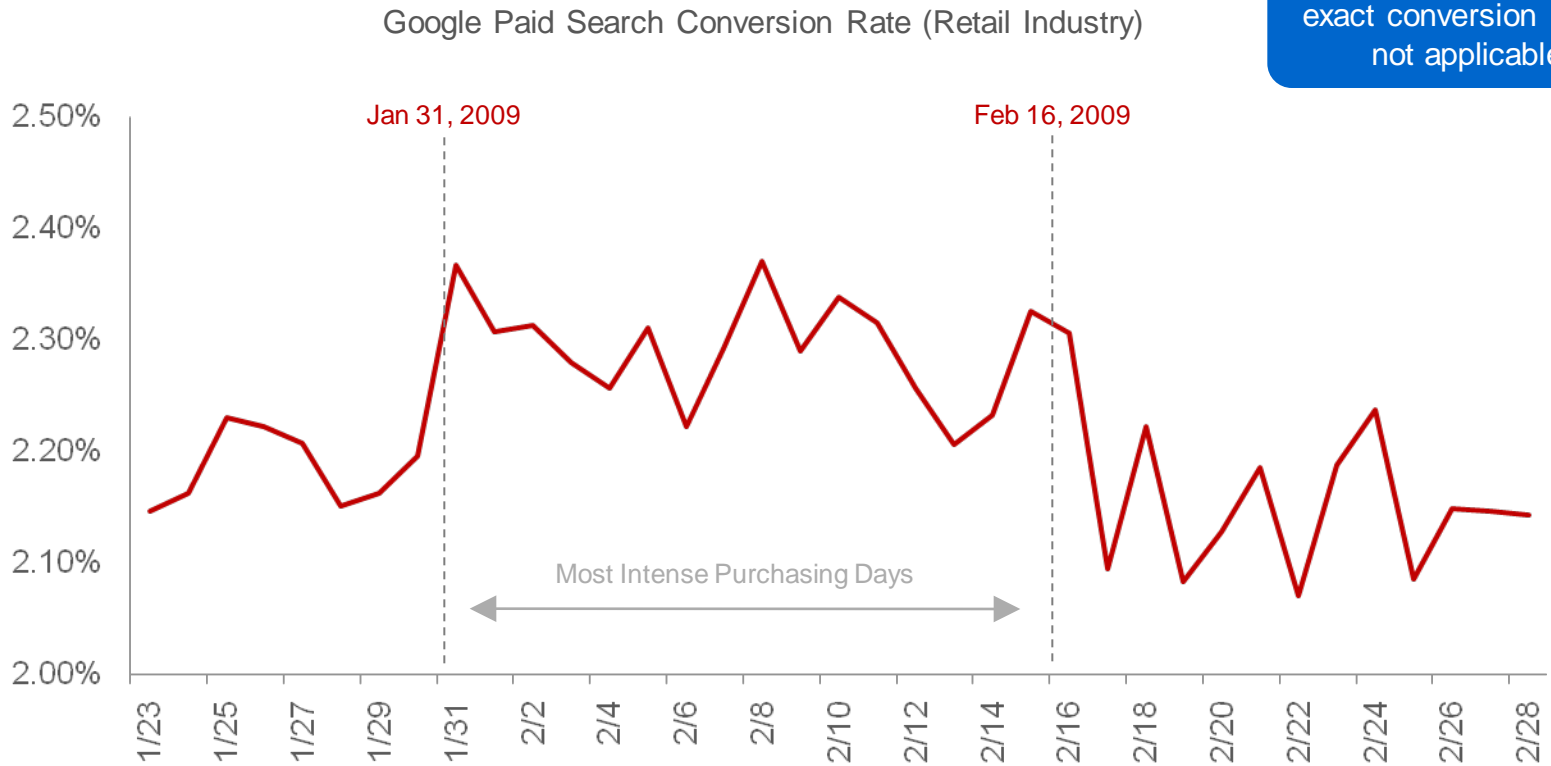


Source: Google Insights for Search, 'valentine's day' in US web search in Jan-Feb 2008 vs. 2009.

Shoppers Begin Purchasing at Least 2 Weeks in Advance

Consumers began to purchase 2 weeks prior to Valentine’s Day, reflected by the highest conversion rates during Jan 31 to Feb 16 period.

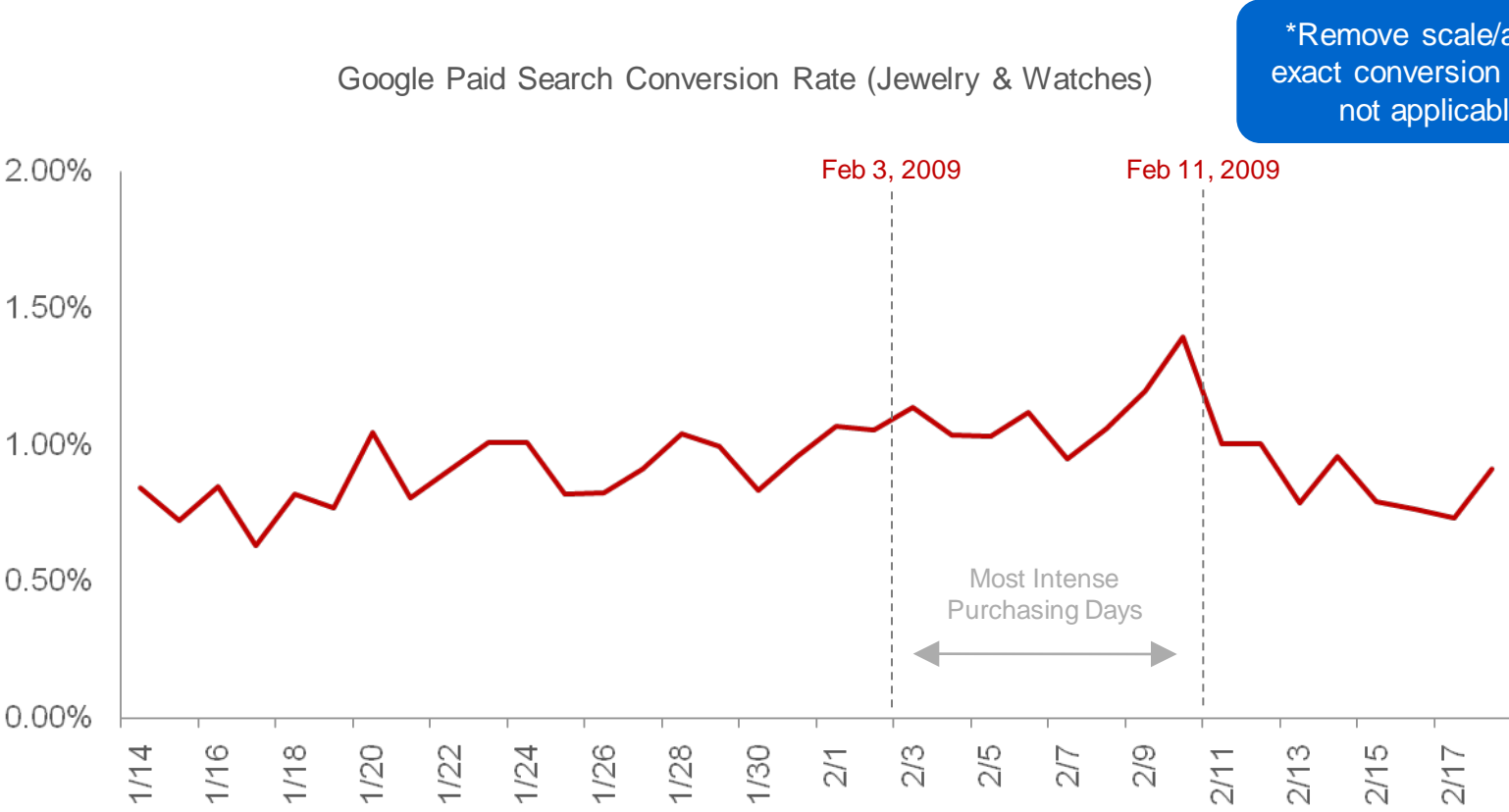
Remove scale/axis of exact conversion rates if not applicable



Source: Google Internal Data for ‘Shopping’ category site median conversion rate, Jan 23-Feb 28, 2009.

Jewelry Shoppers Purchase at Least 1 Week in Advance

Consumers began to purchase 1 week prior to Valentine's Day, reflected by the highest conversion rates during Feb 3 to Feb 11 period.



Source: Google Internal Data for 'Jewelry & Watches' category site median conversion rate, Jan 14-Feb 18, 2009.

Recent Product Searches Reflect Gift Ideas for Him/Her

<p>Gems & Jewelry</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Pandora bracelets <input checked="" type="checkbox"/> Pandora charms <input checked="" type="checkbox"/> Jewelry armoire <input checked="" type="checkbox"/> Heart ring <input checked="" type="checkbox"/> Heart necklace <input checked="" type="checkbox"/> Charm bracelets 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Music box <input checked="" type="checkbox"/> Armoire <input checked="" type="checkbox"/> Tanzanite <input checked="" type="checkbox"/> Loose diamonds <input checked="" type="checkbox"/> Key necklace <input checked="" type="checkbox"/> Black pearls
<p>Watches & Accessories</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Timex icontrol <input checked="" type="checkbox"/> Casio pathfinder <input checked="" type="checkbox"/> Automatic watches <input checked="" type="checkbox"/> Rolex oyster perpetual <input checked="" type="checkbox"/> Panerai <input checked="" type="checkbox"/> Invicta watch 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Citizen watches <input checked="" type="checkbox"/> Nixon watches <input checked="" type="checkbox"/> Black watches <input checked="" type="checkbox"/> Coach purses <input checked="" type="checkbox"/> Luggage sets <input checked="" type="checkbox"/> Wallets
<p>Personal Electronics</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> TomTom car kit <input checked="" type="checkbox"/> Ebook reader <input checked="" type="checkbox"/> Sony reader touch <input checked="" type="checkbox"/> Kindle reader <input checked="" type="checkbox"/> Nokia n900 <input checked="" type="checkbox"/> Amazon kindle 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> PR260-2WXVP <input checked="" type="checkbox"/> Cobra PR260-2WXVP <input checked="" type="checkbox"/> Palm touchstone <input checked="" type="checkbox"/> Palm z22 <input checked="" type="checkbox"/> Electronic dictionary <input checked="" type="checkbox"/> Smartphone

Source: Google Insights for Search, US product search in October & November 2009.

Recent Product Searches Reflect Gift Ideas for Him/Her

Flowers, Gifts & Greetings

- Florist
- Dozen roses
- Roses
- Bouquet
- Valentines
- Valentines day
- Valentines day gift
- Valentines day gifts
- Valentines gifts
- Ribbon
- Party supplies
- Balloons

Apparel & Fragrances

- Watches for men
- Reebok
- Jordan shoes
- North Face jackets
- Basketball shoes
- Tag Heuer
- Ugg boots
- Coats
- Slippers
- Essential oil
- Coco Mademoiselle
- Chanel No 5

Mobile & Wireless

- Sprint HTC hero
- Samsung WEP470
- HTC pure
- HTC hd2
- HTC tilt
- Samsung TL225
- Blackberry 8520
- Samsung blackjack
- HTC Magic
- Droid
- Blackberry 9700
- Samsung PN50B650