

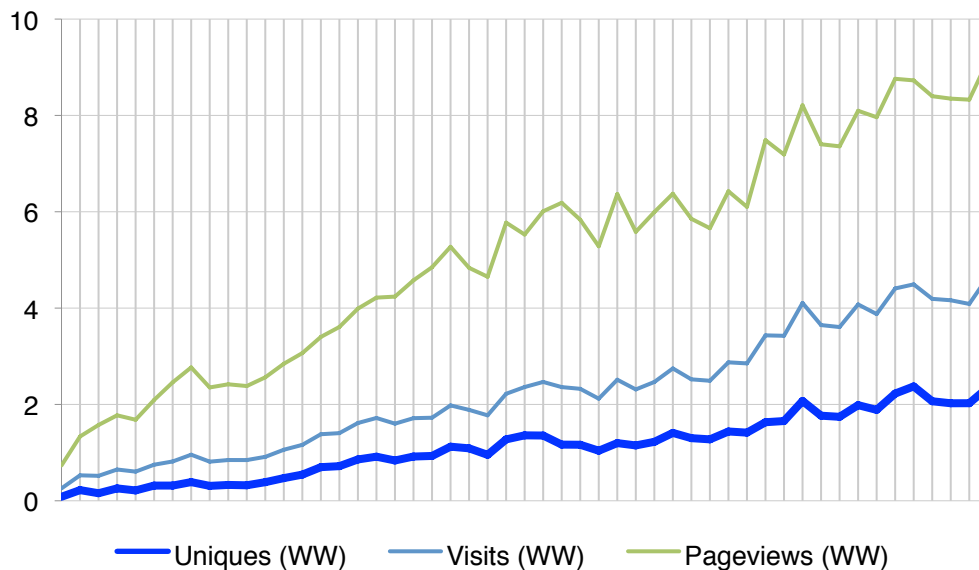
FOR IMMEDIATE RELEASE

SCIENCEBLOGS REPORTS DOUBLE-DIGIT TRAFFIC GROWTH FOR FY09 AND 1Q10

NEW YORK (April 6) – ScienceBlogs.com, the leading social media site in the science category, today released traffic figures for 2009 and the first quarter of 2010 (Source: Google Analytics).

- Visits for the quarter ending March 31 grew by 41% year-over-year to approximately 13 million, and page views topped 25 million. Monthly unique visitors grew to 2.4 million worldwide and in the US surpassed 2 million for the first time this March.
- Total visits for 2009 grew by 55% year-over-year to 45 million and average monthly unique visitors climbed 49% to 1.9 million.
- ScienceBlogs.com has achieved high double-digit traffic growth (at least 50%) every year since its launch in 2006.

Launch-to-Date Traffic Growth (1/2006 – 3/2010)



About ScienceBlogs

ScienceBlogs (scienceblogs.com) is the leading social media site in the science category, with more than 130 acclaimed blogs, 11 content channels, a jobs platform, and a fast-growing audience of more than 2 million unique visitors a month. ScienceBlogs recently formed a strategic partnership with National Geographic spanning content and advertising sales. Outside the US, ScienceBlogs hosts sites in Germany (scienceblogs.de) and Brazil (scienceblogs.com.br).

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