

When people look for legal answers and lawyers online, their destination is FindLaw.com.

FindLaw.com – the most popular legal information site on the Internet.

According to figures from comScore Media Metrix, the leading independent Web-usage monitoring service, FindLaw.com ranked No. 475 in traffic among all Web sites on the Internet for December 2006. Millions of consumers and legal professionals visit this portal on a monthly basis.

The last time our competitors allowed their rankings to be made public, in July 2004, the Lawyers.com site ranked 2,126, and a third legal portal, Lawinfo.com, ranked a distant 4,478.

Consumer traffic to FindLaw.com keeps growing and growing.

Every year, more and more consumers come to depend on FindLaw.com for their legal information needs. Over the last 12 months, consumer traffic has increased 77%.

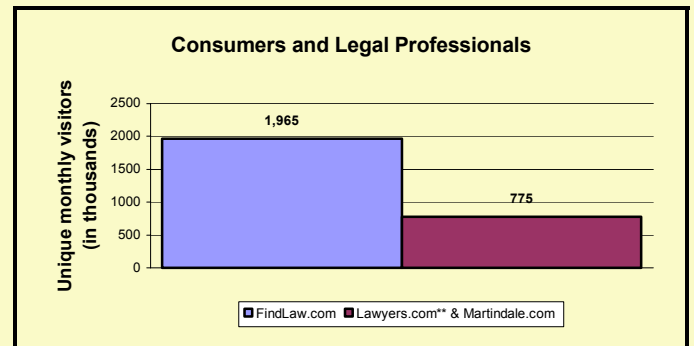
FindLaw has the No. 1 legal directory.

Traffic of potential clients looking for an attorney in FindLaw Lawyer Directory has seen a 127% increase in traffic over just one year! As a result of the strength of FindLaw.com's domain name, profiles in the directory frequently rank higher in search engine results than the law firm's Web site. Profiles on Martindale-Hubbell do not show up in search engine results because the company does not allow its bio's to be indexed by the search engines.

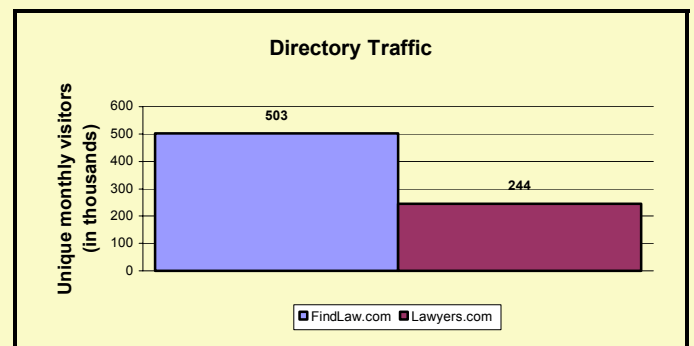
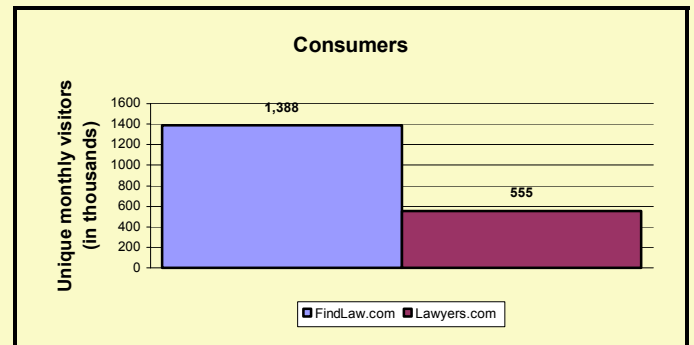
The leader, without a doubt, is FindLaw.com.

The proof is in the numbers: FindLaw.com is the Internet's No. 1 legal information Web site for consumers and legal professionals.

In an apples-to-apples comparison with our nearest competitor, FindLaw.com has more than a two-to-one advantage in unique visitors.*



For law firms targeting consumers, FindLaw's "For the Public" section and its Legal Directory traffic shows a substantial advantage in unique visitors vs. Lawyers.com.



Source: Media Metrix, a division of comScore Networks, Site Detail & Custom Report – December 2006.

* A unique visitor is one individual who visits a Web site during the course of a month. A visitor can access any number of pages on a site and return any number of times during the month and still be counted only once.

** Includes all traffic to Web sites built for law firms with the Lawyers.com domain names.

The Internet's audience keeps on growing.

According to the *Pew Internet & American Life Project*,
73% of American adults – 147 million people – use the Internet regularly.

Internet use crosses all demographics – age, income, race, gender, education, and region.

All sectors of society are embracing the Internet. But its pull is strongest with the educated and the affluent.

Internet Use

<u>Age*</u>	
18-29	88%
30-49	84%
50-64	71%
65+	32%
FindLaw.com (age 25-54)**	80%
<u>Income*</u>	
Less than \$30,000/yr	53%
\$30,000-\$50,000	80%
\$50,000-\$75,000	86%
More than \$75,000	91%
FindLaw.com (mean income)**	\$81,200
<u>Education*</u>	
Didn't finish high school	49%
Finished high school	64%
Some college	84%
College+	91%

* Source: *Pew Internet & American Life Project*, April 2006.

** Source: *2005 FindLaw Demographic Survey*, West Marketing Research, August 2005.

Things American adults do online.

The number of people going online – to get information, comparison-shop, and research important life issues – continues to increase.

- ✓ More than 70% of Americans (9 in 10 college-educated Americans) now are online.
- ✓ And they're not just surfing the Web: 90% of online consumers use the Internet for research, while 80% make purchasing decisions.

Most Popular Uses of the Internet*

Use a search engine to find information	91%
Research a product or service before buying it	78%
Look for political news and information	58%
Go to a Web site that provides information for a personal situation	58%
Research information on a government Web site	54%
Bank online	43%
Pay bills online	38%

FindLaw.com**

Looking for an attorney	25%
- 50% of those looking for an attorney online will take the next step and contact one.	

* Source: *Pew Internet & American Life Project*, April 2006.

** Source: *2005 FindLaw Demographic Survey*, West Marketing Research, August 2005.