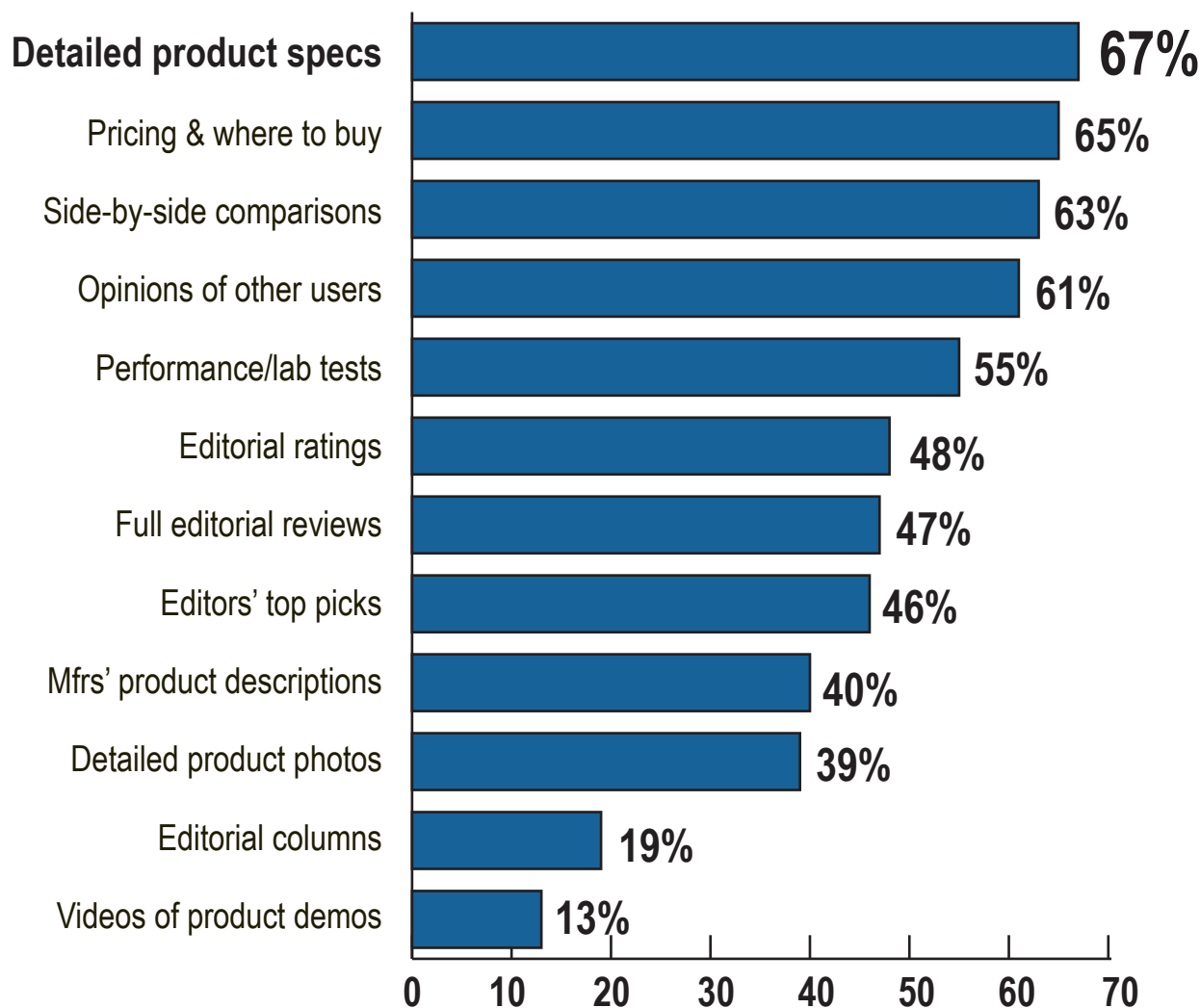


Consumers Ranked Access to "Detailed Product Specs" as the Most Useful Information in Making Technology Buying Decisions Using the Internet



"Which of the following types of information do you find most useful when deciding which computer/electronics product to buy using the Internet?"

Source: "Shopper.com, CNET Reviews and CNET Front Door Segmentation Study" March 2004
n = 2,541

CNET Channel is the world's leading independent source of on-demand product information, supporting both online catalogs and traditional sales with detailed content on over 2 million technology products. More than 1,000 companies in 35 global markets—including Amazon, Dell, Tech Data, Actebis, CDW, Microsoft, Computacenter and Yahoo!—rely on CNET Channel to power their e-commerce platforms. In addition, the company's ChannelOnline solution combines this data with sales, order management, sourcing and e-commerce storefront tools to automate the complete sales cycle for more than 2,250 VAR professionals. CNET Channel is a subsidiary of CNET Networks (NASDAQ: CNET) and is headquartered in San Francisco, CA.. For more information, visit www.cnetchannel.com or call 1-877-276-5560

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