

MEDIA ONE-SHEET



ActiveWin.com is aimed for individuals and businesses that are in search of the latest Microsoft product information. We provide news and content regarding operating systems such as Microsoft Windows 95, 98, Millennium, NT, 2000, XP, Windows Server 2003 and Longhorn as well as the Xbox console and all other Microsoft products: daily news, download software, Microsoft executive interviews, tips, tricks, registry information, FAQs, bugs, fixes, technical support, multimedia files and more. In addition, ActiveWin.com tailors to a variety of different users with diverse needs while providing up-to-date information on the latest Microsoft Windows compatible software and hardware, including: reviews, screenshots, downloads, news and more. ActiveXbox.com provides gaming enthusiasts with the latest information about Microsoft's game console and accompanying games, together with: news, previews, interviews, contests and more. ActiveDVD provides reviews on the latest DVD releases accompanied by information on DVD hardware, software and DVD industry news. Our Apple/Mac news section is updated daily and provides users with the latest happenings within that realm. Realizing that our audience is a group of well-informed, technologically advanced individuals with information and concepts to share, Active Network Forums provides users with the opportunity to interact with one another in the community while providing technical support and sharing all types of knowledge, therefore adding value to all Active Network websites. Our audience is Internet and tech savvy (see Demographics) which can provide a high ROI for advertising campaigns as well as supplying significant input and feedback on product reviews.

URLS: www.activewin.com / www.activexbox.com / www.anetforums.com

2005 USER DEMOGRAPHICS

Gender

Male	98%
Female	2%

Age

Under 18	.5%
18-25	16%
26-35	38.8%
36-45	21.8%
46-55	12.4%
Over 55	10.5%

Education

Still in Public/Private	1%
High School Diploma	17.7%
College Student	17.2%
College Graduate	48.6%
Master's Degree	12.2%
PhD	3.3%

Annual Income

Up to \$24,999	17%
\$25,000 - \$49,999	29.8%
\$50,000 to \$99,999	39%
Over \$100,000 to \$199,999	12.2%
Over \$200,000	2%

Geographic Location

North America	75.8%
South America	.7%
Europe	15.8%
Asia	2.6%
Africa	.2%
Pacific/Oceania	4.8%

Geographic Location (% of people from US only)

Southeast	25.2%
Midwest	22%
Southwest	14.4%
Northwest	12.2%
Northeast	23.4%
Alaska/Hawaii/Other	2.8%

Household Size

One	19.4%
Two	30.6%
Three – Four	42.3%
Five or Over	7.7%

Computer Skills

Basic	1.9%
Intermediate	16.7%
Advanced	81.4%

Tech Jobs

Webmaster/Site Admin:	5.2%
LAN/Network Admin:	16.4%
IT Pro:	31%
Programmer:	22.9%
Chief Information Officer:	3.7%
Other:	20.8%

<u>Percent who work in technology related industry</u>	56.7%
<u>Have ActiveWin.Com book marked in browser</u>	90.7%
<u>Have Been Visiting Active Network 1 Year or More</u>	83.8%
<u>Own an Xbox</u>	30%
<u>Use DVDs regularly</u>	86.6%
<u>Manage personal finance over the Internet</u>	77.5%
<u>Use Digital Audio (MP3s/WMA) regularly</u>	77.2%
<u>Visit ActiveWin.com</u>	
From Home	31%
From Business/School	5%
From Both	64%
<u>Visit ActiveWin.com</u>	
Several Times a Day	45%
Once a Day	39.7%
Every Other Day	9.6%
Once a Week	4%
Rarely/As Needed	1.7%
<u>Online Usage (hours per week)</u>	
1 - 5	1.7%
6 - 10	10%
11 - 25	25.6%
Over 26	62.7%
<u>Operating System</u>	
Windows 2000	3.6%
Windows XP	88.3%
Windows Server 2003	4.8%
Longhorn Beta	.2%
Windows Me or Earlier	.7%
Mac	1.4%
Unix/Linux/Other	1%

Psycho Graphic Profile:

The vast majority of ActiveWin.com users are educated, highly computer and Internet literate with significant purchasing power within the computing industry.