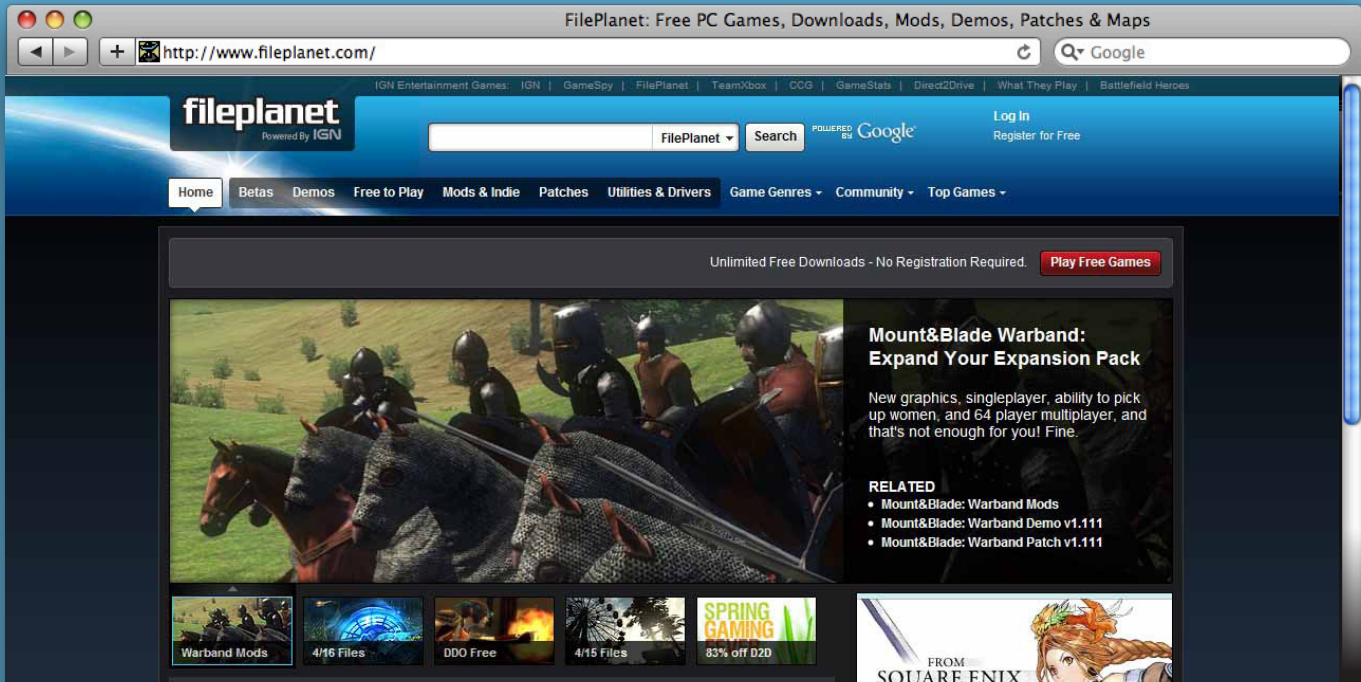


FILEPLANET.COM

> Monthly Unique Reach
756,000

> Monthly Page Views
5,000,000



FILEPLANET

FilePlanet is a video game download service that provides free game patches, mod files and media downloads (game demos, trailers) to its users. FilePlanet is one of the most visited video game download sites on the Internet.

FilePlanet viewers are:

- > 2.3 times more likely to provide frequent advice on video games
- > 2.7 times more likely to shop online for video games, last 30 days
- > 2.3 times more likely to provide frequent advice on electronics
- > 2.2 times more likely to shop online for computer games, last 6 months

To Find out More about FilePlanet, contact your IGN Sales Executive

DEMOGRAPHICS

- > Male composition
79.4%
- > Average age in years
28.3
- > Average household income
\$66,590

WHY FILEPLANET

- > **3.1 times more likely to reach Men age 9-14**
- > **2.9 times more likely to reach Men age 12-17**



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comScore Media Metrix, March 2010
Nielsen Online @Plan Rel 1 2010