


NewsTrak Access Report Overview

This report is for:

November 09, 2010 06:03 AM Pacific Time 

UFWC Eurodollar Becomes First Eco-Coin

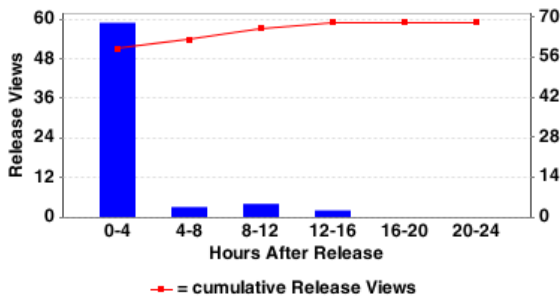
NewsTrak Access provides a snapshot of activity by measuring news release activity primarily on websites hosted by Business Wire. It does not measure the thousands of media, financial and consumer systems that receive our content and host it on their servers; or search engines that do not link back to the Businesswire.com site.

Access by User Type and Activity

User Type	Headline Impressions	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Other Viewers	244	72	0	0	1	0	0	0	0

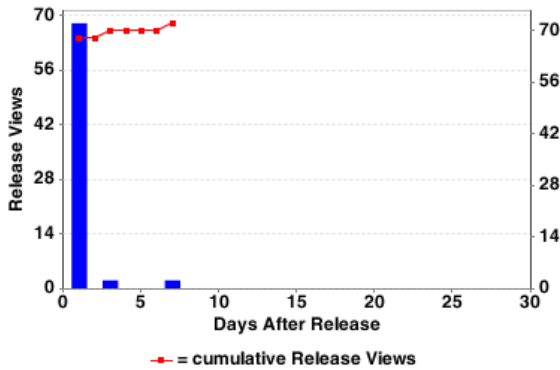
Release Views Over Time

First 24 Hours



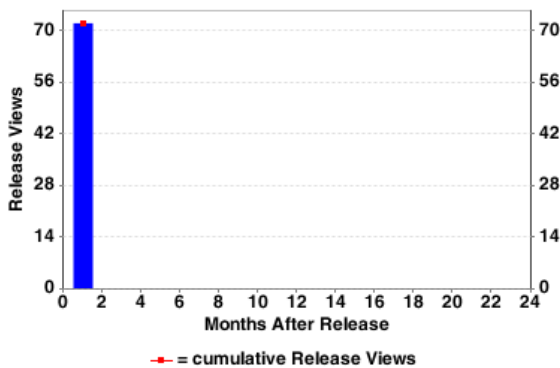
Hours After Release	Release Views
0-4	59
4-8	3
8-12	4
12-16	2
16-20	0
20-24	0

First 30 Days



Days After Release	Release Views
1	68
2	0
3	2
4	0
5	0
6	0
7	2

By Months



Months After Release	Release Views
1	72

Access By Site

Top Sites

Site	Release Views
EON: Enhanced Online News website	72

Access by User Location

Top Countries

Country	Release Views
United States	72

Referring Sites

Top Sites

Referral URLs identify pages from which users linked to your news release.

Site	Headline Impressions	Release Views
www.google.com	0	2

Search Engine Activity

This information shows how people are finding your release on search engines. Analyzing search terms can help you optimize future releases.

Top Search Terms



Search Term	Release Views	% of Total
ufwc	1	50%
eco coin	1	50%

Top Search Engines

Search Engine	Release Views	% of Total
Google	2	100%

NewsTrak Access Report: Access By Unregistered Media and Other Viewers

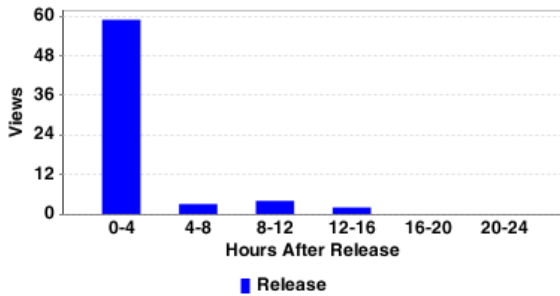
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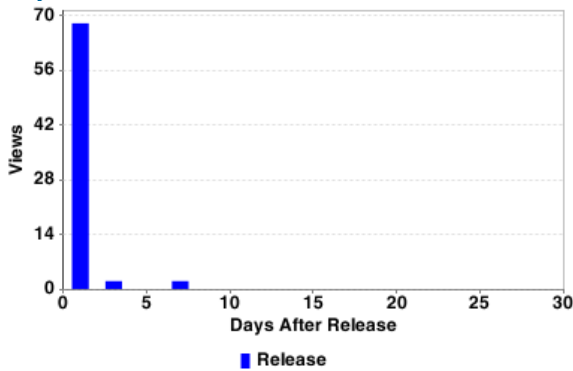
Views Over Time

First 24 Hours



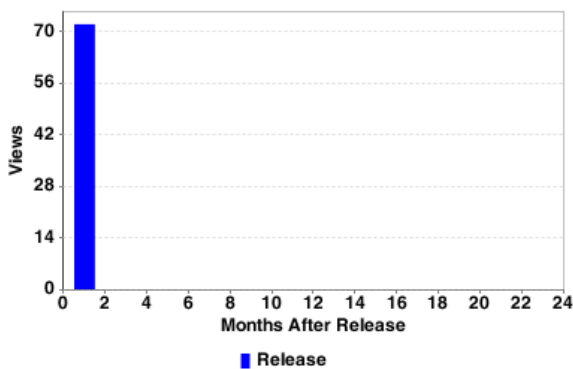
Hours After Release	Release Views
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4-8	3
8-12	4
12-16	2
16-20	0
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First 30 Days



Days After Release	Release Views
1	68
2	0
3	2
4	0
5	0
6	0
7	2

By Months



Months After Release	Release Views
1	72

Access by Activity

View Type	Totals
Headline Impressions	244
Release Views	72
Multimedia Views	1

Access by Registered Users' Field of Interest

Field of Interest	Release Views
Communications (IR, PR, Marketing)	1

Access by User Location

Top Countries

Country	Release Views
United States	72

Access By Site

Top Sites

Site Name	Release Views
EON: Enhanced Online News website	72

Top States & Provinces

State or Province	Country	Release Views
California	United States	72

Search Engine Activity - Unregistered Media and Other Viewers

This information shows how people are finding your release on search engines. Analyzing search terms can help you optimize future releases.

Top Search Terms



Search Term	Release Views	% of Total
eco coin	1	50%
ufwc	1	50%

Top Search Engines

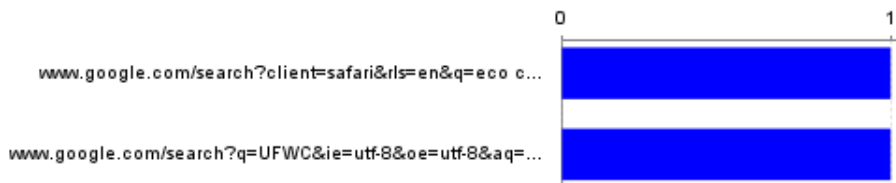
Search Engine	Release Views	% of Total
Google	2	100%

User Interaction - Unregistered Media and Other Viewers

Links from Other Sites

Top Referral URLs

Referral URLs identify pages from which users linked to your news release.



Referral URL	Release Views
www.google.com/search?client=safari&rls=en&q=eco c...	1
www.google.com/search?q=UFWC&ie=utf-8&oe=utf-8&aq=...	1