

NewsTrak Access Report Overview

This report is for:

August 11, 2009 08:05 AM Eastern Daylight Time

ITG Translates Its Venerable Website (www.itgonline.com) in Ten Languages

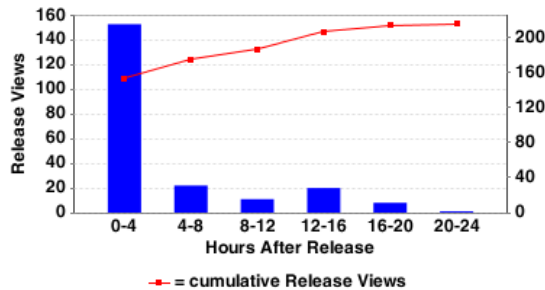
NewsTrak Access provides a snapshot of activity by measuring news release activity primarily on websites hosted by Business Wire. It does not measure the thousands of media, financial and consumer systems that receive our content and host it on their servers; or search engines that do not link back to 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
Media	20	1	0	0	0	0	0	0	0
Other Viewers	1,733	214	0	0	0	0	0	0	163
Totals	1,753	215	0	0	0	0	0	0	163

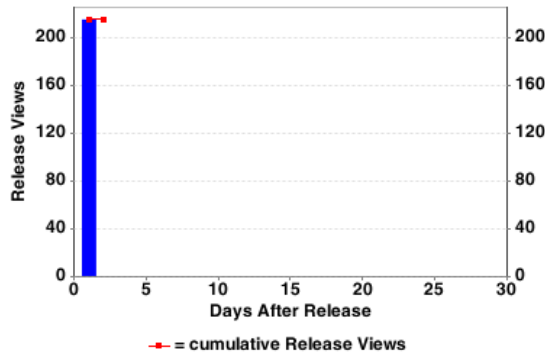
Release Views Over Time

First 24 Hours



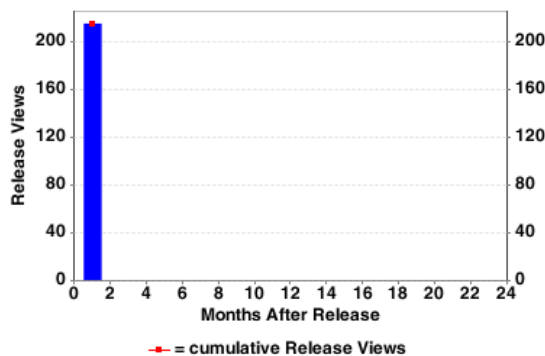
Hours After Release	Release Views
0-4	153
4-8	22
8-12	11
12-16	20
16-20	8
20-24	1

First 30 Days



Days After Release	Release Views
1	215
2	0

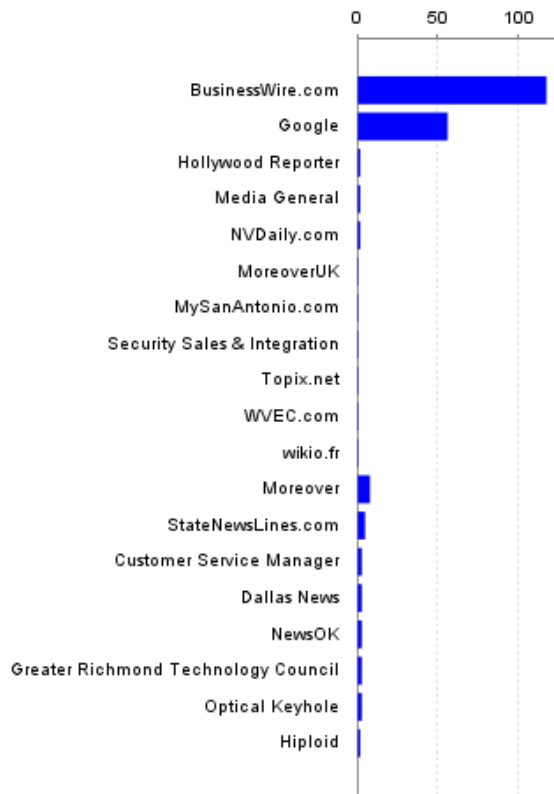
By Months



Months After Release	Release Views
1	215

Access By Site

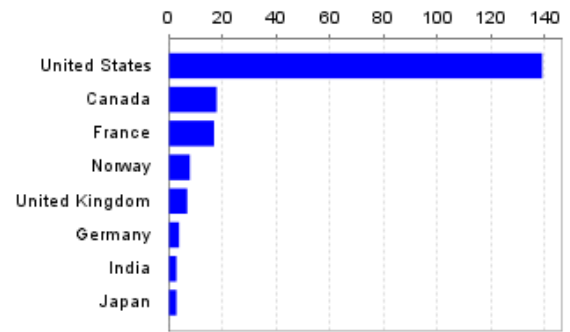
Top Sites



Site	Release Views
BusinessWire.com	117
Google	56
Moreover	8
StateNewsLines.com	5
Customer Service Manager	3
Dallas News	3
NewsOK	3
Greater Richmond Technology Council	3
Optical Keyhole	3
Hiploid	2
Hollywood Reporter	2
Media General	2
NVDaily.com	2
MoreoverUK	1
MySanAntonio.com	1
Security Sales & Integration	1
Topix.net	1
WVEC.com	1
wikio.fr	1

Access by User Location

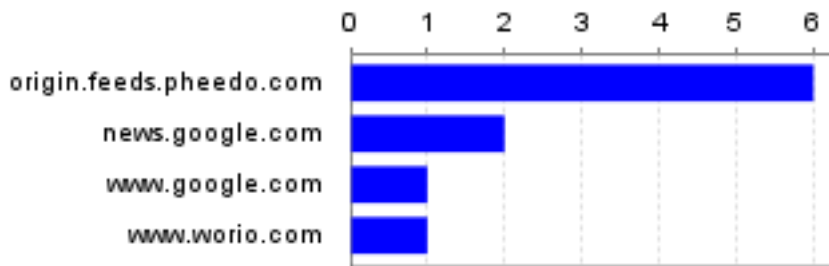
Top Countries



Country	Release Views
United States	139
Canada	18
France	17
Norway	8
United Kingdom	7
Germany	4
India	3
Japan	3

Referring Sites

Top Sites



Site	Headline Impressions	Release Views
origin.feeds.pheedo.com	0	6
news.google.com	0	2
www.google.com	4	1
www.worio.com	0	1

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
greek	1	50%
itg -itronics -"information technology group" -"international textile group"	1	50%

Top Search Engines

Search Engine	Release Views	% of Total
Google	2	100%

User Interaction

Links

This chart shows how many times the hyperlinks you added within your press release have been clicked.

Link No.*	Link Text	Clicks
6	Information Technology Services	33
2	enterprise software	30
4	ITIL	26
3	ISO	25
7	http://www.itgonline.com	22
5	CMMI	13
8	www.itgonline.com	12
1	www.itgonline.com	2

* Link No.: The order in which the links appear in your release.

NewsTrak Access Report: Access By Registered Media

This report is for:

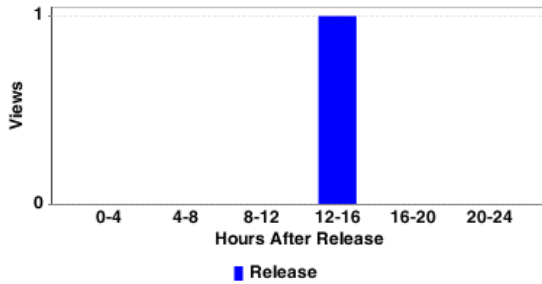
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ITG Translates Its Venerable Website (www.itgonline.com) in Ten Languages

Information on this page measures activity by Business Wire's PressPass registered media community.

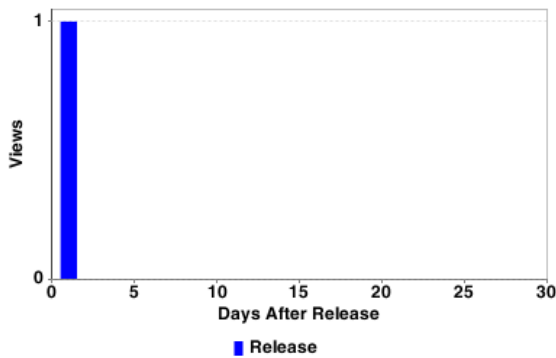
Views Over Time

First 24 Hours



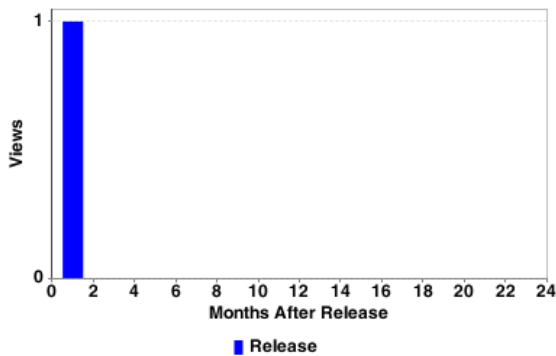
Hours After Release	Release Views
0-4	0
4-8	0
8-12	0
12-16	1
16-20	0
20-24	0

First 30 Days



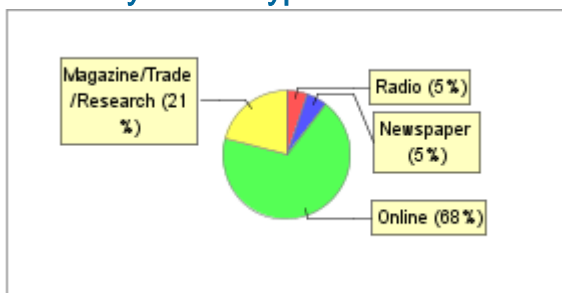
Days After Release	Release Views
1	1
2	0

By Months

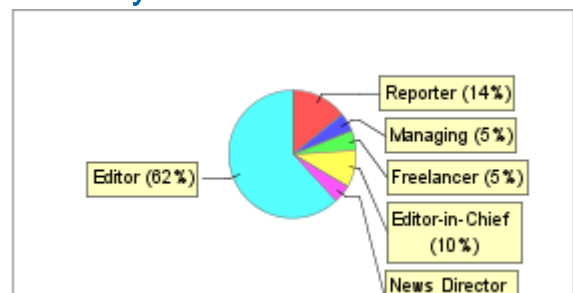


Months After Release	Release Views
1	1

Access by Media Type



Access by Job Title



Access by Media Type

Media Type	Headline Impressions	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Online	13	0	0	0	0	0	0	0	0
Newspaper	1	0	0	0	0	0	0	0	0
Magazine/Trade/Research	3	1	0	0	0	0	0	0	0
Radio	1	0	0	0	0	0	0	0	0
Totals	18	1	0	0	0	0	0	0	0

Access by Job Title

Job Title	Headline Impressions	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Editor	12	1	0	0	0	0	0	0	0
Freelancer	1	0	0	0	0	0	0	0	0
Reporter	3	0	0	0	0	0	0	0	0
Editor-in-Chief	2	0	0	0	0	0	0	0	0
Managing	1	0	0	0	0	0	0	0	0
News Director	1	0	0	0	0	0	0	0	0
Totals	20	1	0	0	0	0	0	0	0

Access by Media Name

Top Media Names

Media Name	Release Views
Closeupmedia.com	1

Access by Media Coverage

Top Media Coverage

Media Coverage	Release Views
Industry Trade	1

Access by User Location

Top Countries

Country	Release Views
United States	1

Access By Site

Top Sites

Site Name	Release Views
BusinessWire.com	1

Top States & Provinces

State or Province	Country	Release Views
Florida	United States	1

NewsTrak Access Report: Access By Unregistered Media and Other Viewers

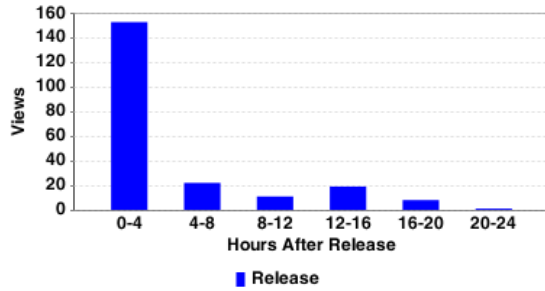
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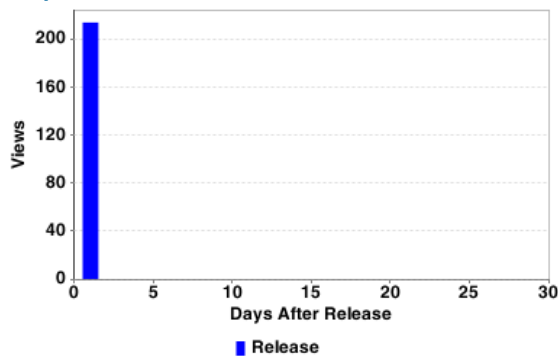
Views Over Time

First 24 Hours



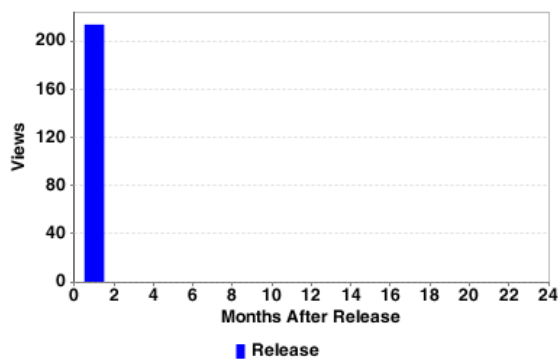
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First 30 Days



Days After Release	Release Views
1	214
2	0

By Months

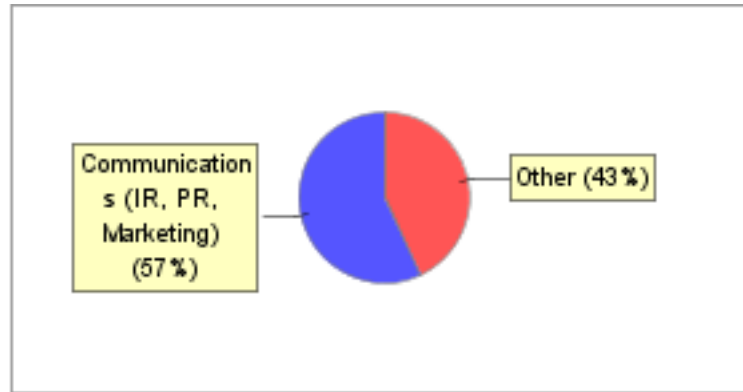


Months After Release	Release Views
1	214

Access by Activity

View Type	Totals
Headline Impressions	1,733
Release Views	214
Link Clicks	163

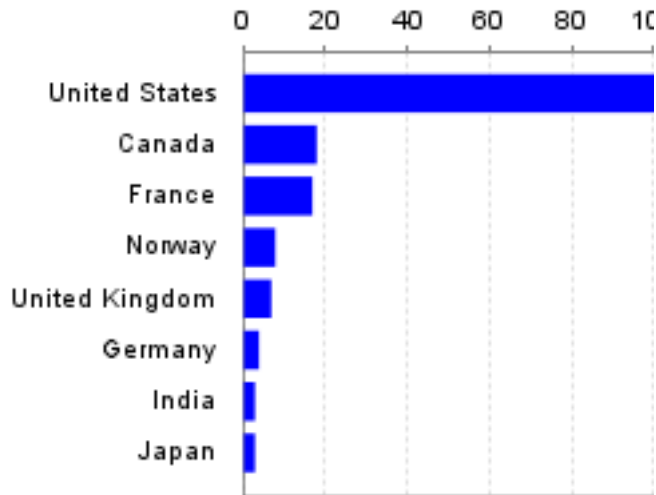
Access by Registered Users' Field of Interest



Field of Interest	Release Views
Communications (IR, PR, Marketing)	4
Other	3

Access by User Location

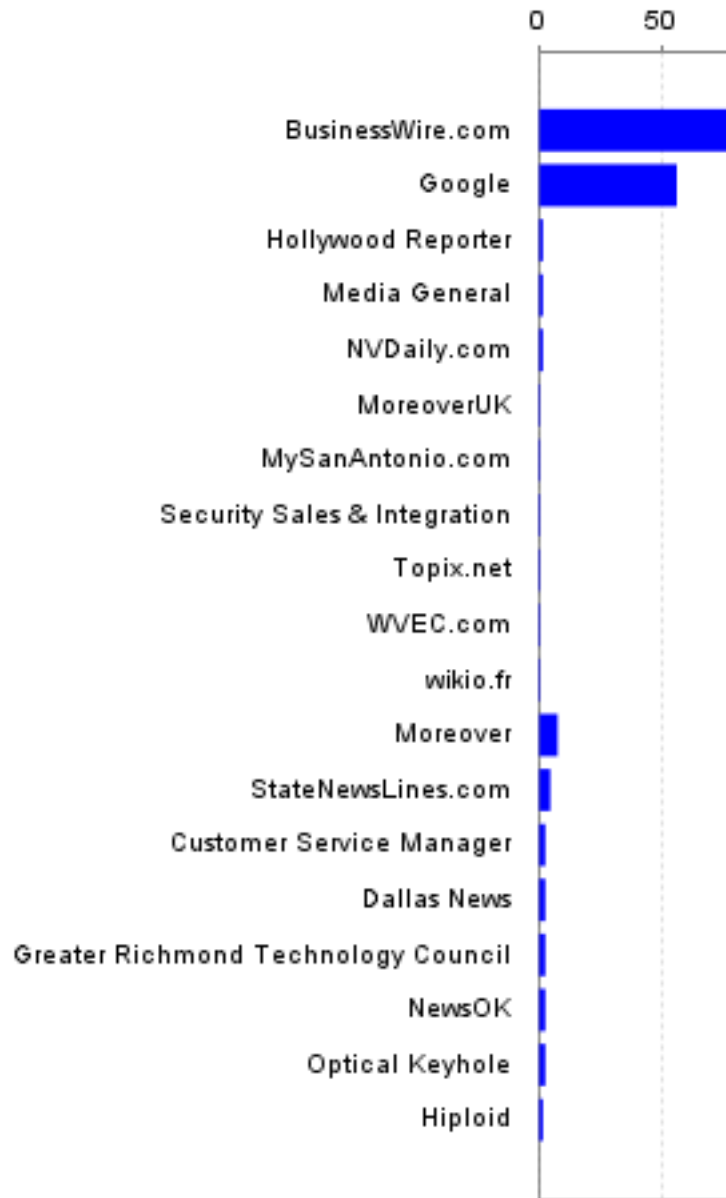
Top Countries



Country	Release Views
United States	138
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France	17
Norway	8
United Kingdom	7
Germany	4
India	3
Japan	3

Access By Site

Top Sites



Site Name	Release Views
BusinessWire.com	116
Google	56
Moreover	8
StateNewsLines.com	5
Customer Service Manager	3
Dallas News	3
Greater Richmond Technology Council	3
NewsOK	3
Optical Keyhole	3
Hiploid	2
Hollywood Reporter	2
Media General	2
NVDaily.com	2
MoreoverUK	1
MySanAntonio.com	1
Security Sales & Integration	1
Topix.net	1
WVEC.com	1
wikio.fr	1

Top States & Provinces

State or Province	Country	Release Views
California	United States	53
Ile-de-france	France	16
British Columbia	Canada	15
Washington	United States	15
Massachusetts	United States	11
Pennsylvania	United States	11
Texas	United States	10
New York	United States	8
Oslo	Norway	8
Kansas	United States	6
Maine	United States	6
-	United Kingdom	4
Colorado	United States	4
Indiana	United States	4
England	United Kingdom	3
Illinois	United States	3

Search Engine Activity - Unregistered Media and Other Viewers

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Search Engine	Release Views	% of Total
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User Interaction - Unregistered Media and Other Viewers

Links

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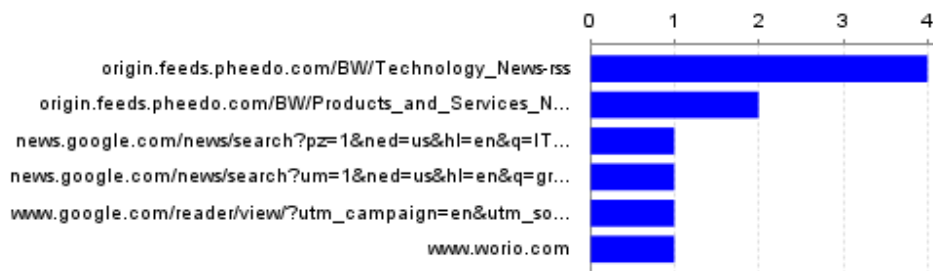
Link No.*	Link Text	Clicks
6	Information Technology Services	33
2	enterprise software	30
4	ITIL	26
3	ISO	25
7	http://www.itgonline.com	22
5	CMMI	13
8	www.itgonline.com	12
1	www.itgonline.com	2

* Link No.: The order in which the links appear in your release.

Links from Other Sites

Top Referral URLs

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



Referral URL	Release Views
origin.feeds.pheedo.com/BW/Technology_News-rss	4
origin.feeds.pheedo.com/BW/Products_and_Services_N...	2
news.google.com/news/search?pz=1&ned=us&hl=en&q=IT...	1
news.google.com/news/search?um=1&ned=us&hl=en&q=gr...	1
www.google.com/reader/view/?utm_campaign=en&utm_so...	1
www.worio.com	1