



Press Release

**A record September for www.ilsole24ore.com:
Users +66% and page views +95% per average day**

***Remarkable figures for the Il Sole 24 ORE site also in e-commerce (+43%)
and advertising sales (+40%)***

Milan, 1 October 2008 – **September** figures for the www.ilsole24ore.com website show that Internet users and page views **have skyrocketed: 241,422 users per average day** (+66% year-on-year), with **350,000 highs** from Monday to Friday, and the **website's record-breaking 3,608,193 users in September**, +59% vs. the same month last year; **1,740,808 daily page views** (+95% year-on-year), making a total of **52,224,251 page views in September**, +95% vs. the same period last year.

In September, the Il Sole 24 ORE website was flooded by users eager to catch up on the daily chronicles of the **global market meltdown**, of the **Alitalia saga** and on the **Scuola Day** initiative (www.ilsole24ore.com/scuoladay), which gave a detailed account, at the start of the school year, of all the issues related to the reform, thanks to the participation of experts, through web links with schools and the video interview with **Minister Gelmini**.

The **theme channels** of the Il Sole 24 ORE portal performed superbly too: **luxury24.it** hit a **record high in unique users** in September, +240% vs. the same month last year, with its reports from the catwalks, plus the events celebrating its first birthday. **Money24** sections followed suit with their spotlight on the markets, and **Job24.it** with the initiatives dedicated to the new professions.

The **mobile site**, accessible with a microbrowser from any handheld device, had a successful month. After its recent restyling, the site scored over 30,571 unique users, +99% vs. the previous month, and 162,000 page views, +107% vs. the previous period.

The **e-commerce** channel of the Il Sole 24 ORE site kept up the good pace: **Shopping24** +43% in **September** vs. the same month last year, with a **progressive 31.3% rise over the January-September period** vs. the same period last year.

Advertising sales on www.ilsole24ore.com, run by **Web System**, were in excellent shape too, with a **progressive 40% rise** (January-September) vs. the same period last year.

For information:

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