

News Release

StatCounter grows 50% to 1.5m members globally

Thursday, 30th August, 2007: StatCounter, which provides free web site traffic statistics, has announced that the number of members to the end of June 2007 has reached 1.5m globally, a 50% increase on this time last year when membership stood at 0.9m. The company added almost a quarter of a million (242,000) new members in the first half of 2007.

“This growth is down to our members who recommend the service,” commented Aodhan Cullen, founder and CEO of StatCounter. “As we grow we are committed to investing in more free services for members.”

40% of StatCounter members are located in the US followed by 10% in the UK. Members range from corporates and small and medium sized businesses (SMBs), who want to measure the impact of marketing activity, to individual bloggers.

To manage the growth the company has invested in new servers and now has over 90 located in the US.

In the first half of the year, StatCounter (www.statcounter.com) recorded some 50 billion page views. Alexa, an Amazon web information company, recently placed StatCounter as one of the most visited sites in the US, ahead of household names like Adobe, Dell, Expedia.com, Fox News, Monster.com and Wal-Mart.

Cullen added that, unlike many of its competitors, StatCounter provides real time web traffic data. “We are also constantly looking to invest in the service.” As well as its existing free summary lifetime statistics, StatCounter recently extended the detailed drill down information which users can track on visitors from the last 100 logs to 500. Members can upgrade from the free service to more detailed reports for \$9 per month.

Aodhan Cullen was recently named by Businessweek as Young European Entrepreneur of the Year for 2007.

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About StatCounter

StatCounter, a free online visitor stats tool, was founded in 1999. It offers its members the chance to grow and improve their online businesses by allowing them to monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; keywords used to find the site plus other features.

StatCounter currently has 1.49 million members and tracks in excess of 9 billion pageloads per month over its network of 2 million websites. A Google PageRank 9/10 site, StatCounter was recently named by web information company Alexa as one of the top 30 most visited sites in the US.

For information on this real-time, user-friendly, and free visitor stats tool, please visit www.statcounter.com