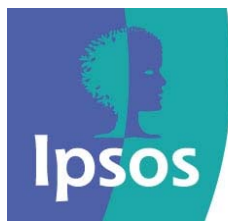


Cyber Monday Shopping More Popular in China than US

*61% of Chinese Plan to Shop Online During Cyber Monday Week
Versus 43% of Americans*

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New York, NY, November 30, 2010 - Cyber Monday is the Monday after Black Friday in the U.S. where retailers offer big sales online. However, more consumers in China plan to shop online on Cyber Monday than in the U.S., Germany and Japan.

According to a new eCoupons.com/Ipsos global survey, 22% of Chinese plan to shop online on November 29 versus 17% in the U.S. During Cyber Monday week, from November 29 to December 6, 61% of Chinese plan to shop online versus 43% in the U.S., 37% in Germany, and 34% in Japan. In the U.S. almost half of 18-49 year olds (47%), as well as those with an income higher than the average (48%), plan to shop during Cyber Monday week. In comparison, in China, six in ten adults aged 18-49 (60%) and with a higher than the average income (64%) plan to shop online during Cyber Monday week.

These are some of the findings of an Ipsos poll conducted November 4-15, 2010. For the survey, a sample of 1,002 respondents in the U.S., 1,004 respondents in China, 1,015 respondents in Germany, and 1,004 respondents in Japan from Ipsos' online panels was interviewed online. Respondents include adults aged 18-64 in the U.S., and adults aged 16-64 in China, Germany and Japan. Quota sampling and weighting were employed to balance demographics and ensure that the sample's composition reflects that of the population according to Census data for each country.

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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