

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



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certainty in a virtual world

Network Name:

Businessesforsale.com

Network Domains:

[List on page 2](#)

Period Covered by Certificate:

1 January- 31 January 2008

Site Content: (Publisher's Statement)

BusinessesforSale.com is the only global online marketplace for buying and selling businesses. Thousands of people either take control of their destiny through buying a business or get the information they need to make the transformation when selling a business. BusinessesForSale.com has an ever evolving searchable database of opportunities. BusinessesForSale.com is not a broker. No commission is received on sales of businesses made through the site. BusinessesForSale.com aims to provide services to buyers, sellers and brokers alike to help them transact.

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BusinessesforSale.com ★★★
connecting buyers & sellers of businesses

1. Total qualifying traffic for the certification period 1 January- 31 January 2008

	<u>Daily Averages</u>	<u>Total</u>
Unique User/Browsers	23,534	570,671
Page Impressions	359,052	11,130,620



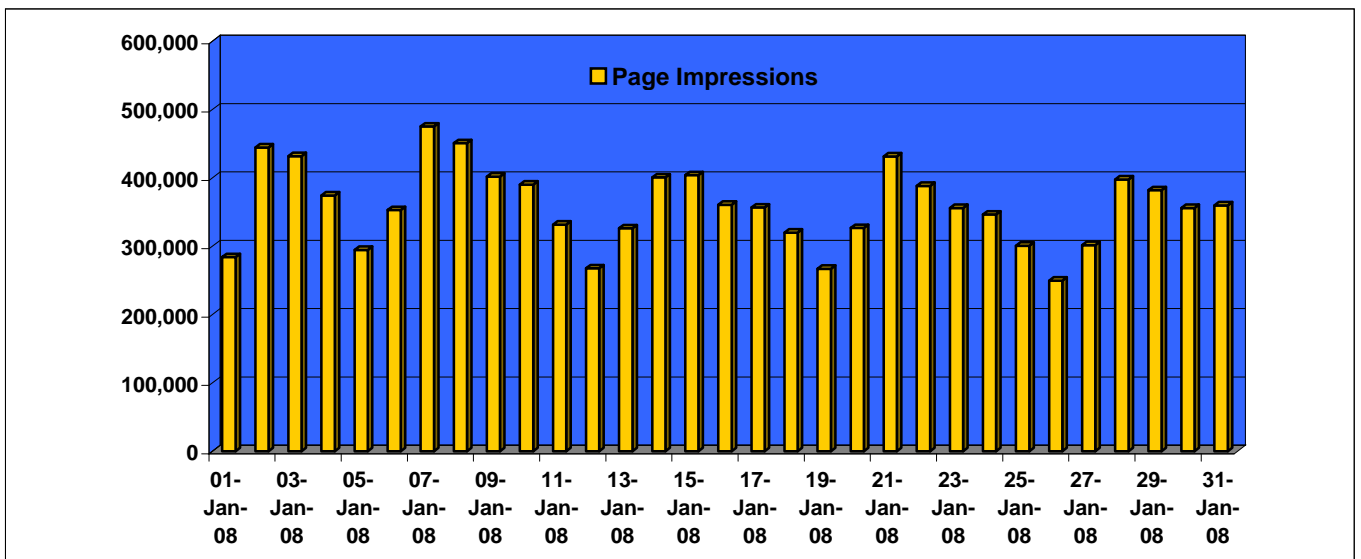
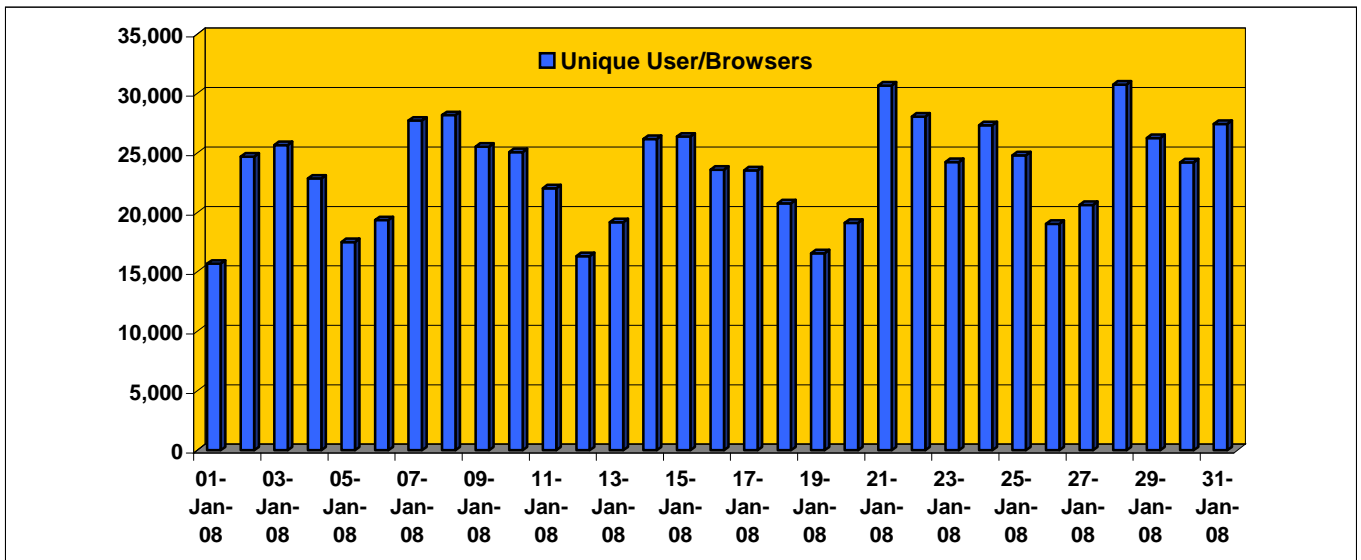
2. Network Domains/URLs

www.businessesforsale.com
<http://uk.businessesforsale.com>
<http://us.businessesforsale.com>
<http://secure.businessesforsale.com>
<http://australian.businessesforsale.com>
<http://spanish.businessesforsale.com>
www.businessesforsale.co.za
<http://canadian.businessesforsale.com>
<http://southafrican.businessesforsale.com>
www.businessesforsale.ie
<http://global.businessesforsale.com>
<http://fra.businessesforsale.com>
<http://ger.businessesforsale.com>
<http://ara.businessesforsale.com>
<http://mal.businessesforsale.com>
<http://spa.businessesforsale.com>
<http://pol.businessesforsale.com>
<http://ita.businessesforsale.com>
<http://hin.businessesforsale.com>
<http://rus.businessesforsale.com>
<http://por.businessesforsale.com>
<http://chi.businessesforsale.com>

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3. Daily Activity: Unique User/Browsers and Page Impressions

DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS	DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS
01-Jan-08	15,696	284,041	17-Jan-08	23,540	356,719
02-Jan-08	24,697	444,480	18-Jan-08	20,773	319,774
03-Jan-08	25,669	431,904	19-Jan-08	16,571	266,841
04-Jan-08	22,857	374,304	20-Jan-08	19,134	326,768
05-Jan-08	17,520	294,492	21-Jan-08	30,683	431,279
06-Jan-08	19,357	352,893	22-Jan-08	28,060	388,316
07-Jan-08	27,730	475,164	23-Jan-08	24,239	356,100
08-Jan-08	28,190	450,834	24-Jan-08	27,346	346,326
09-Jan-08	25,527	401,966	25-Jan-08	24,816	300,633
10-Jan-08	25,079	390,303	26-Jan-08	19,043	249,593
11-Jan-08	22,033	331,619	27-Jan-08	20,634	301,788
12-Jan-08	16,327	267,619	28-Jan-08	30,768	397,679
13-Jan-08	19,187	326,194	29-Jan-08	26,258	381,943
14-Jan-08	26,187	400,622	30-Jan-08	24,226	355,998
15-Jan-08	26,386	403,896	31-Jan-08	27,442	359,841
16-Jan-08	23,590	360,691			



4. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Definitions used in this document

UNIQUE USER/BROWSER is defined as "A unique and valid identifier. Sites may use (i) IP+User-Agent or (ii) Cookie." This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a website or network, in common with all measurement software. Where a UNIQUE USER/BROWSER ("User") is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual Users concerned due to dynamic IP address allocation (for example by a dial-up Internet Service Provider) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

PAGE IMPRESSION: Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

SYNDICATED CONTENT: Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABCe on a list of user agents see (www.abce.org.uk)".

For more detailed information go to: www.abce.org.uk

6. Counting System

This site used HBX SiteCatalyst (www.omniture.com) to count the data supporting this certificate.



7. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABCe has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABCe)
February 2008