

Wonders of Walking Utilization Statistics

- Utilization Statistics based on **66** WOW members
- **100%** of WOW members receive eAction, LifeBalance 's monthly e-newsletter
- **50%** of WOW members click on a link in the newsletter each month (directing them to www.LifeBalanceProgram.com)
- **42%** of WOW members have set up MyLifeBalance accounts
- **28** WOW members have established MyLifeBalance accounts

Statistics below are based on WOW members with MyLifeBalance accounts. These statistics are based on utilization when WOW members are accessing www.LifeBalanceProgram.com from the computer that they used to create their account. Additional site visits from other computers and access by WOW members without MyLifeBalance accounts cannot be tracked without information about each individual's IP address.

9.53	Average number of page views per session per WOW member
7:21	Average time WOW members stayed on website per site visit
807	Number of website page views by WOW members
67.25	Number of website page views <u>per month</u> by WOW members
28.82	Number of website page views <u>per account</u> by WOW members

2009 Top 10 Searched Categories by WOW members

1. Running / Jogging / Walking
2. Fitness / Health Clubs
3. Family Attractions
4. Travel / Tours
5. Weight Management
6. Yoga / Pilates
7. Computers
8. Cooking
9. Movies / Film
10. Massage / Spa / Relaxation