



Conversations Among Consumers

Onsite Retail Affinity Shopping Communities
Attract Shoppers, Influence Purchasing, and Retain Consumers

prepared by the e-tailing group
for Ripple6, Inc.

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Topline Findings

I. Consumers are Social

- 67% spend at least 1 hour per week on social networking sites
- 41% are inclined to join and be active participants in online communities that share information about favorite products and brands
- 83% of online shoppers expressed interest in sharing information about their purchases with people they know

II. Sharing/Community Influences Purchasing

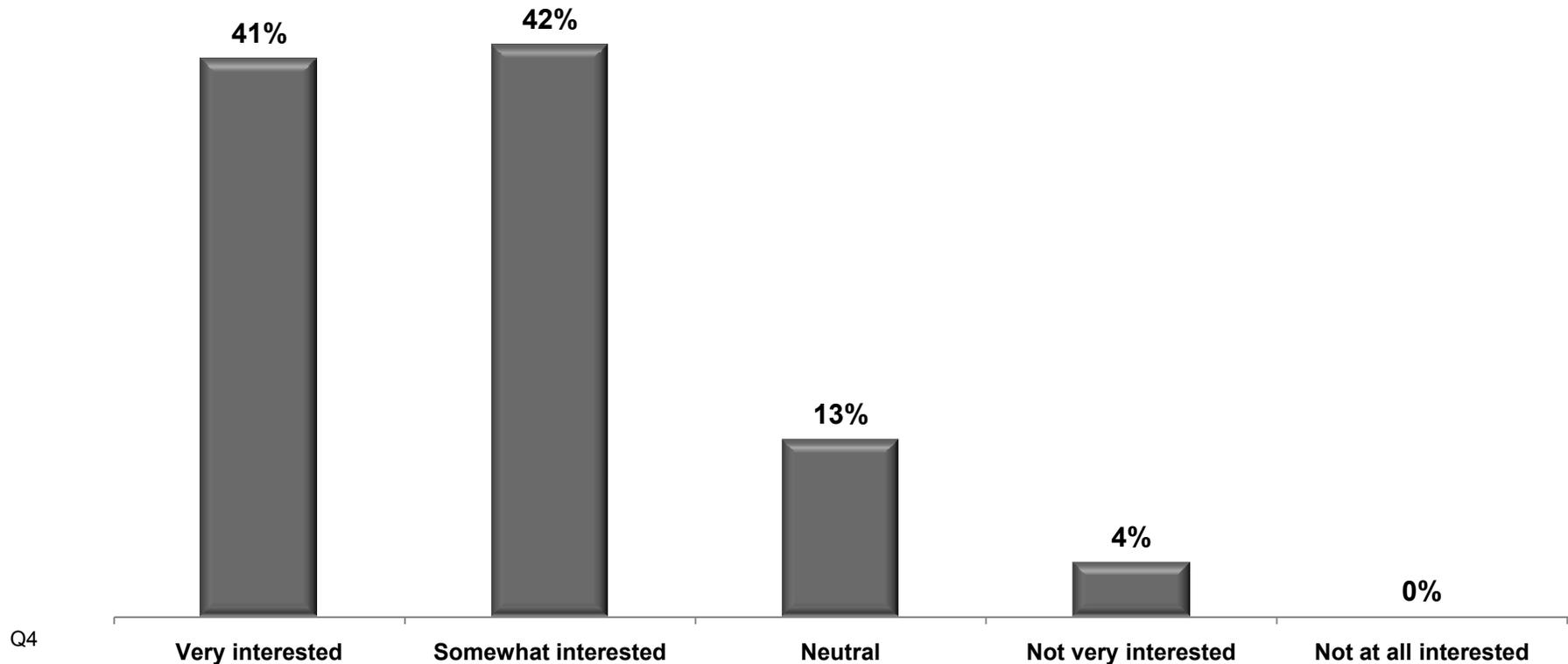
- 43% make purchases as a result of time spent on social networking sites
- 73% agree that “people like me” are the most trusted sources when making a shopping purchase
- Pre-purchase opinions from others influence buying decisions for 74% of these online shoppers
- Product recommendations from friends (46%) are almost twice as valuable as those from merchants (24%)

III. Consumers Want to Connect via Community

- 65% see value in connecting directly with other shoppers who bought similar products
- 2 out of 3 would be likely to join a community of likeminded shoppers if invited via email
- The #1 reason for joining would be to share information that will help make smarter buying decisions
- 67% are likely to purchase more based on recommendations from people in a community in which they are a participant
- 62% would be inclined to frequent a retailer they have shopped before if they could be part of a community
- Onsite Retail Affinity Shopping Communities excel at both pre and post-purchase communication

83% of online shoppers surveyed expressed interest in sharing information about their purchases with people they know

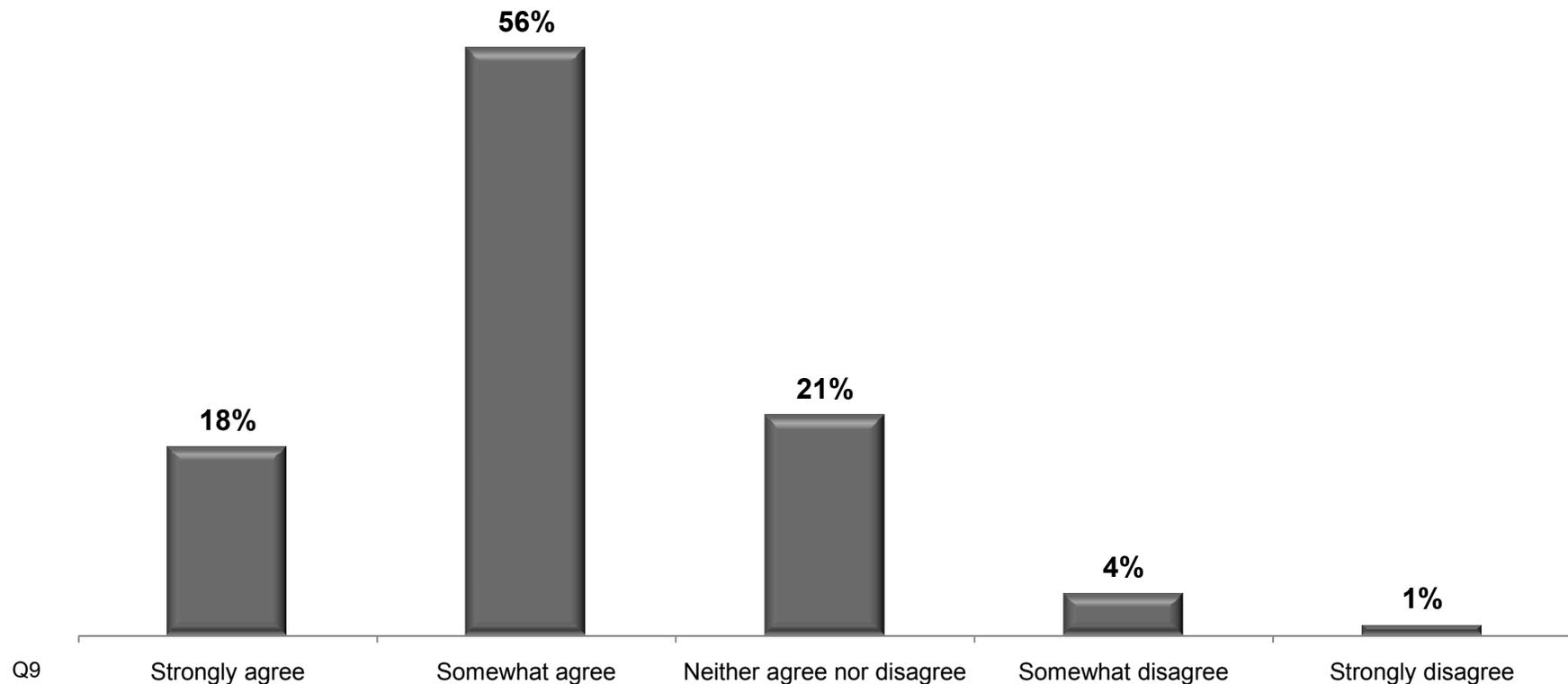
When making a purchase how would you describe your interest in sharing information (i.e. did you like it, how it works, best features) about what you purchased with people you know?



Pre-purchase opinions from others influences buying decisions for 74% of these online shoppers

Receiving opinions from others on what to buy prior to making a purchase very much influences my purchasing decisions.

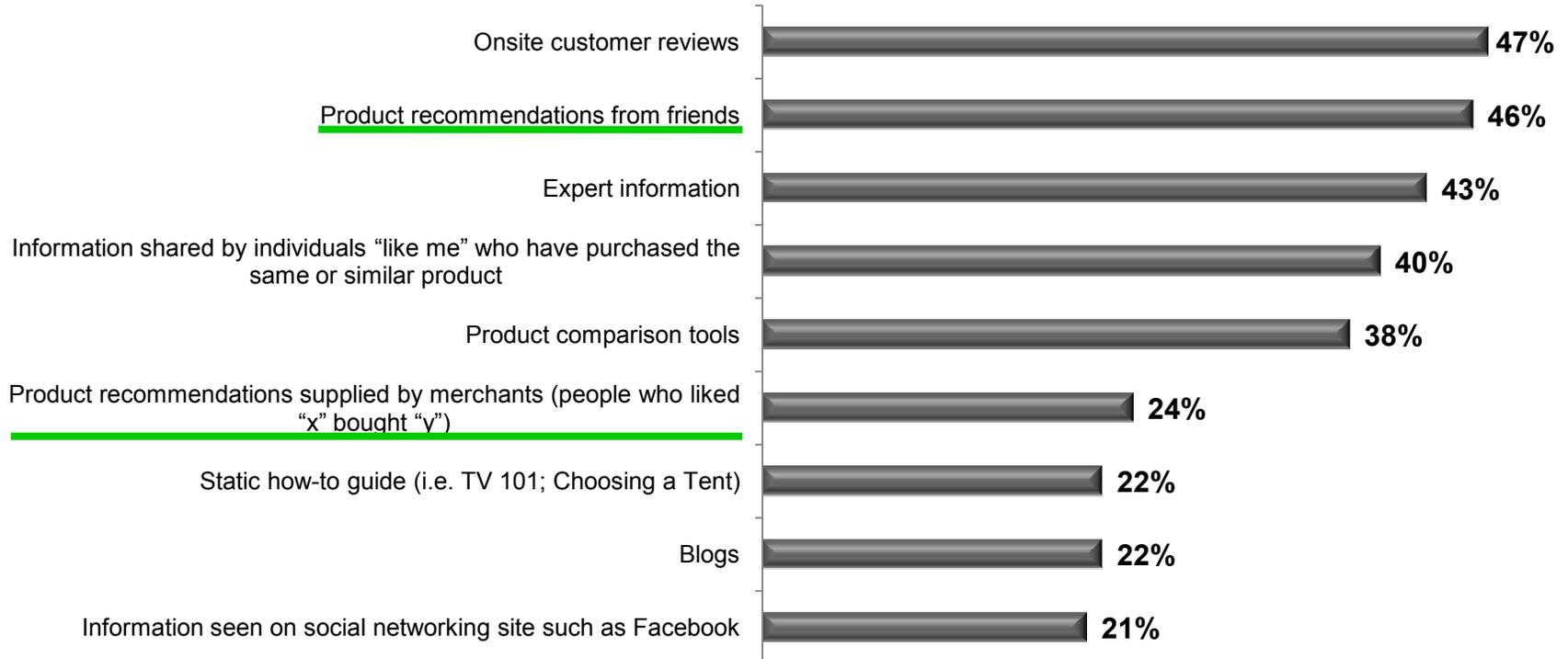
Which of the following represents your degree of agreement?



Recommendations from friends (46%) are almost twice as valuable as those from merchants (24%)

Rank the following onsite or personal tools for their ability to influence your purchases where "1" is most valuable and "9" is least valuable. Please note that each numeric value may only be used once.

TOP 3 MOST VALUABLE

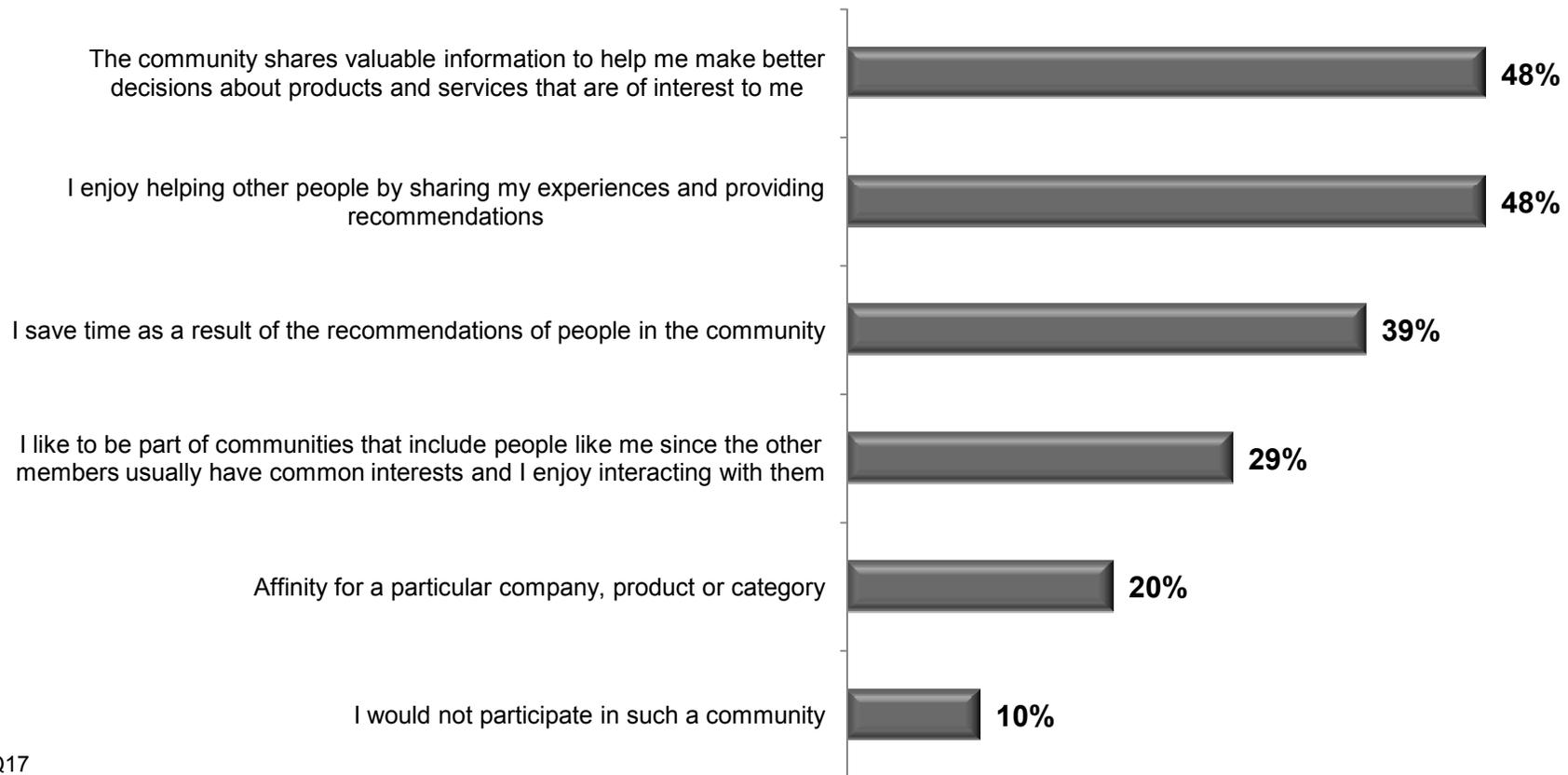


Q8

The #1 reason for joining would be to share information that will help make smarter buying decisions

Saving time and social interaction are also factors

Why would you want to be part of such a retail community? Check all that apply.



Q17

About Ripple6

Social Commerce

Ripple6 provides a sophisticated, customizable social platform for e-tailers to connect like-minded customers. It enables e-tailers to increase sales and return visits by putting the right products in front of consumers and simplifying the purchase decision making process.

About Ripple6, Inc.

Ripple6 helps marketers, publishers and e-tailers create meaningful and measurable connections with people in social networks. The company's social platform creates consumer engagements and relationships, generates consumer insights, and facilitates commerce and collaboration. The platform is highly customizable and incorporates a brand's identity into an existing or new website. Ripple6 is a wholly owned subsidiary of Gannett Co., Inc. (NYSE: GCI) based in New York. The company's list of clients and partners includes Procter & Gamble, Meredith Corporation, Unilever and Post Foods.

For more information, visit www.ripple6.com.

About the e-tailing group

The e-tailing group, inc. serves as the multi-channel merchant's eye, bringing a merchant's sensibility to evolving the multi-channel shopping experience. A Chicago-based consultancy, they provide practical strategic perspectives and actionable merchandising solutions to merchants selling online as well as to enabling technology firms. For more background about this research study or additional information on the e-tailing group, inc. please contact Lauren Freedman at LF@e-tailing.com or visit the e-tailing group website www.e-tailing.com.