

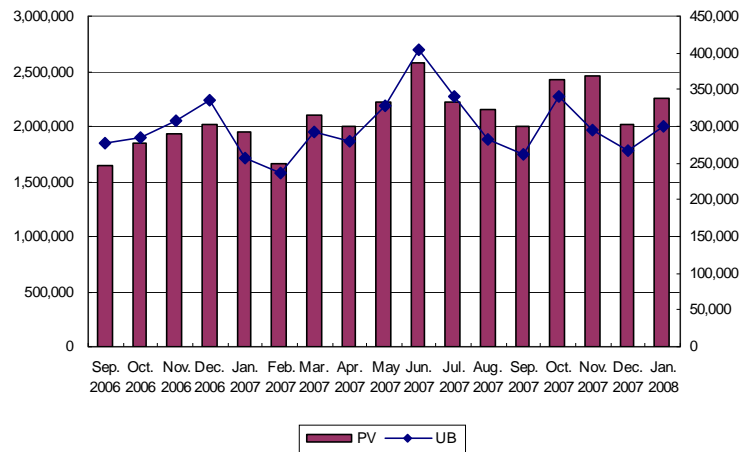
PAGE VIEWS

As of February 8, 2008

1. Dec. page views and unique browsers

Source: SiteCensus (Nielsen/NetRatings)

Monthly page views	2,261,517
Monthly unique browsers	299,553
Average daily page views	72,952.16
Average daily unique browsers	15,109.92
Average page views/session	4.22
No. of email delivery as of Jan. 29	197,388



2. Impressions and CTR for each advertising menu

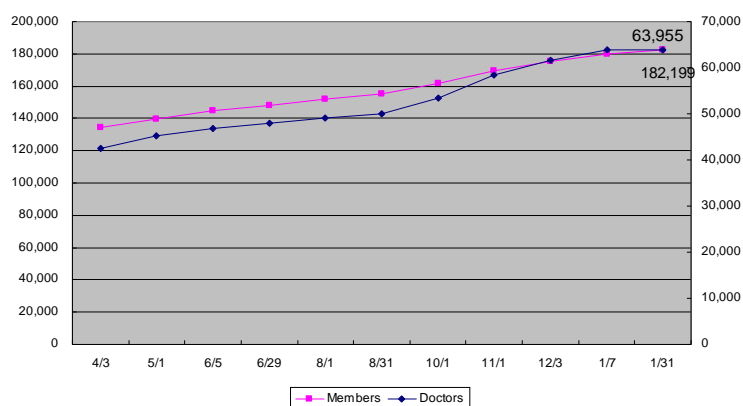
	November 1 – 30		December 1 – 31		January 1 – 31	
	No. of imps	CTR	No. of imps	CTR	No. of imps	CTR
Leaderboard	2,060,564	0.12%	1,776,860	0.12%	2,052,387	0.11%
Side rectangle banner (top)	1,952,279	0.09%	1,698,565	0.07%	1,963,793	0.07%
Side rectangle banner (bottom)	1,948,259	0.16%	1,693,790	0.22%	1,955,901	0.16%
Top skyscraper	293,564	0.31%	255,040	0.23%	280,412	0.19%
Text ad (Information) *1	6,152,745	0.07%	5,085,001	0.06%	5,690,145	0.09%

*1 The text ad impressions are the total of all 3 text ads. The click rates are average values.

User Profile

As of February 8, 2008

3. Membership



4. User Attributes

	Dec.3	Jan.7	Jan.31
Doctor	61,547	63,889	63,955
Hospital doctor	45,507	47,431	47,404
Hospital administrator/head	3,039	3,156	3,173
Clinic administrator/head	13,001	13,302	13,378
Dentist	2,300	2,346	2,395
Pharmacist	19,012	19,342	19,676
Nurse/Nursing assistant	3,711	3,816	3,934
Other medical professionals	26,604	27,055	27,334
Pharmaceutical industry	20,726	21,051	21,385
Other medical related	12,020	12,303	12,589
Others	29,262	30,010	30,751

About Nikkei Medical Online Doctor Verification System

Nikkei Medical Online adopts an extremely strict system to verify the identification of our doctor users. This is because

- 1) to limit the medical staff when part of the patients information is disclosed, and
- 2) content pertaining to patients information is posted on bulletin board.

In our system, doctors are required to include the name of the school they graduated from and the year of graduation. It allows only bona fide doctors to become our members. Furthermore, in order to prevent registration by a disguised person, we send a password to the applicant's work place.

While the system provides confidentiality and assurance, doctors may have to go through a troublesome procedure. The doctor members of Nikkei Medical Online are very active doctors who took trouble of registration by their own hands.

5. Department

Multiple answer up to 3 choices

	Dec.3	Jan.7	Jan.31
Internal medicine	22,327	24,169	24,074
Cardiovascular disease	4,769	4,921	4,936
Cardiovascular surgery	889	924	925
Respiratory medicine	2,270	2,335	2,354
Respiratory surgery	674	706	710
Gastroenterology	4,698	4,805	4,842
Gastric surgery	2,762	2,855	2,882
Endocrine/Metabolic	1,329	1,374	1,384
Kidney	1,079	1,125	1,129
Hematology	712	738	744
Allergies	1,152	1,176	1,180
Rheumatism	1,171	1,213	1,219
Geriatrics	527	545	547
Neurology	1,423	1,480	1,486
Cranial neurology	1,768	1,831	1,831
Psychiatry/Neurology	2,419	2,534	2,548
Psychosomatics	735	770	765
Pediatrics	5,186	5,328	5,340
Pediatric surgery	237	247	251
Surgery	5,257	5,406	5,436
Orthopedic surgery	4,367	4,515	4,550
Rehabilitation	1,842	1,903	1,910
Plastic surgery	580	609	610
Obstetrics/Gynecology	2,354	2,434	2,446
Ophthalmology	1,528	1,597	1,603
Ear, Nose & Throat	1,624	1,671	1,694
Dermatology	1,901	1,967	1,975
Urology	1,523	1,571	1,591
Radiology	1,378	1,424	1,434
Anesthesia	2,009	2,072	2,083
Emergency/ICU	1,174	1,231	1,222
Oral surgery	65	72	68
STDs	39	42	42
Proctology	344	353	356
Basis medicine	693	720	718
Other medicine	518	546	542
Other surgery	312	328	327