



**FOR IMMEDIATE RELEASE**

**iVillage and TACODA Landmark Study  
Proves Effectiveness of Audience Management Targeting**

*Snapple-a-Day® Campaign Reveals Behavioral Targeting to be 73% More Impactful on Brand Favorability,  
56% More Impactful on Online Ad Awareness and 29% More Impactful on Purchase Intent*

**NEW YORK – May 3, 2004** – iVillage Inc. (Nasdaq: IVIL), *The Internet For Women™*, a leading women's media company and the number one source for women's content and community online, and TACODA Systems, a data integration platform that helps online publishers profile and target the most valuable segments of their audiences, announced today the results of online research<sup>1</sup> conducted by Dynamic Logic in conjunction with Deutsch Inc. on behalf of Snapple-a-Day®, the meal replacement beverage from Snapple Beverage Corporation.

The study shows that targeting female consumers on iVillage based on their previous site usage patterns, or behavior, has a greater impact on brand metrics than simply reaching them in specific content areas. Known in the industry as "behavioral targeting," iVillage employed TACODA's Audience Management System (AMS) to find diet and fitness enthusiasts among their more than 15 million monthly visitors outside of contextually relevant diet and fitness areas of The iVillage Network. Specifically, the tool enables the Snapple message to reach diet and fitness conscious individuals outside of typical diet content areas, such as parenting or relationships, by targeting visitors who had previously visited diet and fitness areas.

"The iVillage partnership has allowed us to reach active women online not only on content relevant platforms but also based on their lifestyle interests," noted Peter Gardiner, Partner & Chief Media Officer at Deutsch Inc. "The iVillage woman is considered savvy and well informed, therefore, we are trying to influence the "influencers" and integrate Snapple-a-Day® into their daily routine."

Douglas W. McCormick, Chairman & Chief Executive Officer, iVillage Inc. said, "When we first made this technology available, we all intuitively thought it would work to make advertising schedules more impactful. But now it's a fact and this study proves it."

By using TACODA to create an audience profile of visitors who had previously visited the Diet & Fitness channel within a 45-day period, iVillage was able to measure the branding impact of those exposed within the Diet & Fitness channel compared to those behaviorally targeted elsewhere on the site. Results indicated that visitors who were behaviorally targeted outside of the core Diet & Fitness channel had significantly higher scores compared to those exposed within the channel for Aided Brand Awareness (76% v. 66%), Online Ad Awareness (51% v. 33%), Brand Favorability (36% v. 21%), and Purchase Intent (37% v. 29%).

Dave Morgan, Chief Executive Officer, TACODA, commented, "If there were still any questions about online advertising's ability to build brands, what iVillage and Deutsch accomplished here for Snapple-a-Day® should certainly put them to rest. Combine great content, a great audience, and you will get great branding value, in online media just as in traditional."

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<sup>1</sup> Dynamic Logic AdIndex® Survey, January 2004 – March 2004, n = 305

### **About TACODA**

More than 500 TACODA-enabled Web sites reach over 70 percent of the North American Internet audience. TACODA has numerous corporate customers, all Fortune 1000 businesses, and includes eight of the top 20 newspaper companies in the US. Among its clients are: The Associated Press, Primedia's About.com; McGraw-Hill's BusinessWeek.com; iVillage Inc., Belo Interactive; Advance Publications, Inc.'s CondeNet and Advance Internet; Hearst Corporation's Albany Times-Union.com and SF Gate.com; Hollinger International; Media General; Morris Communications, Landmark Communications' Pilot Online and The Weather Channel's weather.com; E.W. Scripps Company's Scripps Networks and Scripps Newspapers; Torstar; Tribune Interactive; and Gannett's USA Today.com.

### **About Deutsch Inc.**

Deutsch Inc. is a full-service integrated marketing and communications company. Part of the Interpublic Group of Companies (IPG), Deutsch works with blue-chip clients including Revlon, Mitsubishi Motors of North America, Coors, Snapple, Expedia, Novartis, Bank of America and Monster. Deutsch offers clients an array of services including advertising, direct marketing (directDeutsch), media planning and buying (deutschMedia), Interactive (iDeutsch), design (designDeutsch) and public relations, promotions, and events (Deutsch PR Promo Plus). Deutsch has offices in New York, Los Angeles, Chicago and Toronto.

### **About Dynamic Logic**

Dynamic Logic is a leading independent research company that analyzes marketing effectiveness. Dynamic Logic's three main product areas are: AdIndex® for online advertising, CrossMedia Research™ for multi-vehicle campaigns and MarketNorms®, a syndicated and searchable advertising effectiveness database. Founded in 1999, the company is headquartered in New York City with offices in Chicago, San Francisco, Los Angeles and London.

**[www.dynamiclogic.com](http://www.dynamiclogic.com)**

### **About iVillage Inc.**

iVillage is "the Internet for women" and consists of several online and offline media-based properties that seek to enrich the lives of females through the offering of unique online content, books, videos and other consumer products and services. iVillage Inc. (Nasdaq: IVIL) was established in 1995 and is headquartered in New York City.

Average monthly page views for iVillage.com and its affiliate Web sites ("The iVillage Network") more than 370 million for the quarter ended March 31, 2004. In March 2004, according to comScore Media Metrix, the iVillage Network ranked 26<sup>th</sup> among the top 100 Web and Digital Media properties with more than 15.3 million unique visitors in the United States and had an average reach of 10% of the total online population. Also according to comScore Media Metrix, during this period visitors returned an average of nearly 3 times per month.

For more information about iVillage, visit [www.ivillage.com](http://www.ivillage.com).

### **Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995:**

iVillage Inc. has included in this press release certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 concerning iVillage's business, operations and financial condition. The words or phrases "can be," "expects," "may affect," "may depend," "believes," "estimate," "project" and similar words and phrases are intended to identify such forward-looking statements. Such forward-looking statements are subject to various known and unknown risks and uncertainties and iVillage cautions you that any forward-looking information provided by or on behalf of iVillage is not a guarantee of future performance. Actual results could differ materially from those anticipated in such forward-looking statements due to a number of factors, some of which are beyond iVillage's control, in addition to those discussed in iVillage's other press releases, public filings and statements by iVillage's management, including (i) the volatile and competitive nature of the media industry, (ii) changes in domestic and foreign economic, political and market conditions, (iii) the effect of federal, state and foreign regulation on iVillage's business, (iv) the impact of recent and future acquisitions and joint ventures on iVillage's business and financial condition, (v) iVillage's ability to establish and maintain relationships with advertisers, sponsors, and other third-party providers and partners, and (vi) the impact of pending litigation on iVillage's business and financial condition. All such forward-looking statements are current only as of the date on which such statements were made. iVillage does not undertake any obligation to publicly update any forward-looking statement to reflect events or circumstances after the date on which any such statement is made or to reflect the occurrence of unanticipated events.

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