

Stats: Age Demographics Make a Difference in Blogging



New York, November 02, 2006 – RarePlay, a next generation technology company, recently released findings linking age demographics with web board and blog usage.

The findings analyze data drawn from inSitesEngine, Rareplay’s proprietary platform for extracting web intelligence, and compare both bloggers and web board users across all age categories. inSitesEngine reviewed apx. 1.2 million blogs and 2.5 million web boards taking statistical data for these findings.

RarePlay identifies that roughly 73% of bloggers

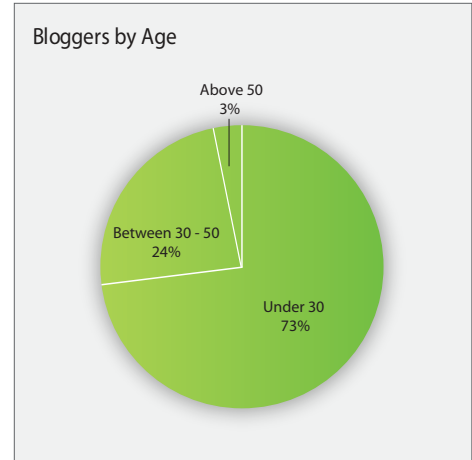
are under the age* of 30. Additionally, a distinct age disparity between bloggers and web board users is identified; with the median age for bloggers hovering around 25.2 while the median age for web board users is five years older at 30.2.

Ron Knowlton, RarePlay CTO, said “As a technology company we are constantly looking for ways to not only create new technologies but utilize current ones to gain valuable insight – inSitesEngine allows us to do just that.”

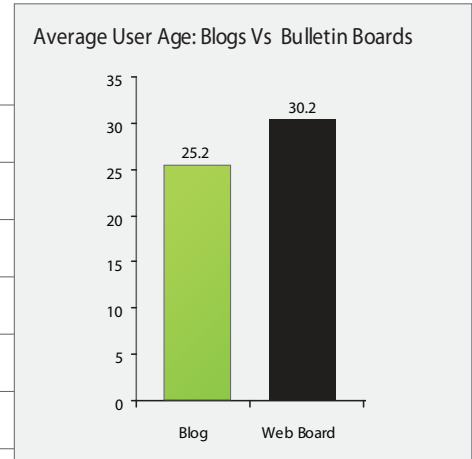
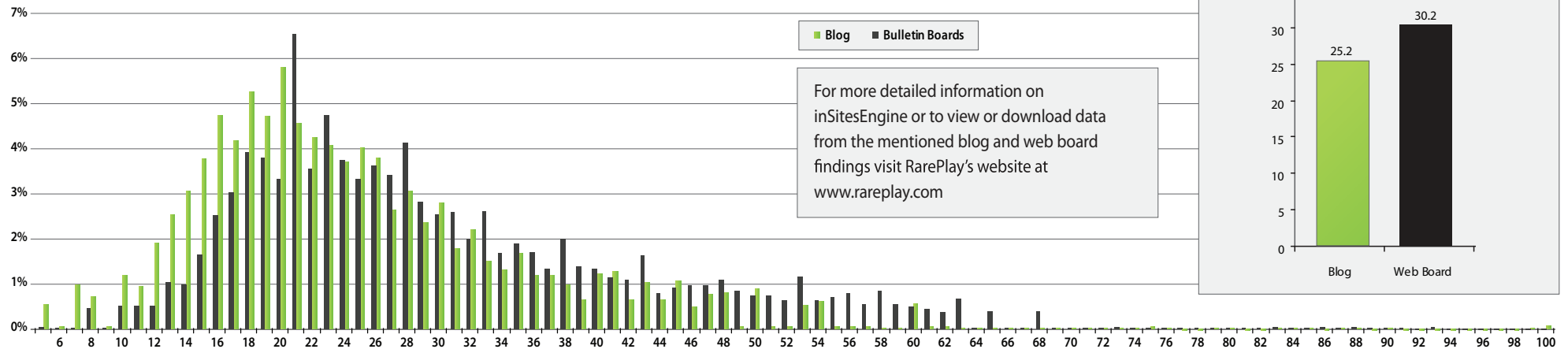
“We employ the very medium that bloggers and web boards users use to learn precious business

insight on them. The blogging and web boards findings are interesting because they specifically identify key age demographics as main users,” Knowlton added.

Bob Rattivarakorn, RarePlay Marketing Director, said “From a marketing or advertising perspective the fact that these findings identify a majority of bloggers and web board users to be under 30 years of age exposes a great opportunity to reach and communicate with such a desirable and influential demographic. Generally speaking, they have a large disposable income and trendsetting capability – a marketers dream.”



User Ages as Reported in Blogs and Bulletin Board Postings



About InsitesEngine

inSitesEngine is RarePlay’s unique platform for reviewing volumes of unstructured text including web pages, news articles, press releases, and publications to discover actionable business and educational insight. inSitesEngine allows our clients to leverage the vast store of buried knowledge in the internet (or private intranet) for critical business decision-making.

About RarePlay

RarePlay is an interactive development partner that designs and engineers dynamic web applications. RarePlay applications enable the integration of lifestyle technologies, such as laptops, cell phones, web pages, PDA’s and Ipods. RarePlay’s Global Sourcing strategy delivers clients an excellent ROI.

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