

Top Trend: Virus Alert!

HotSheet

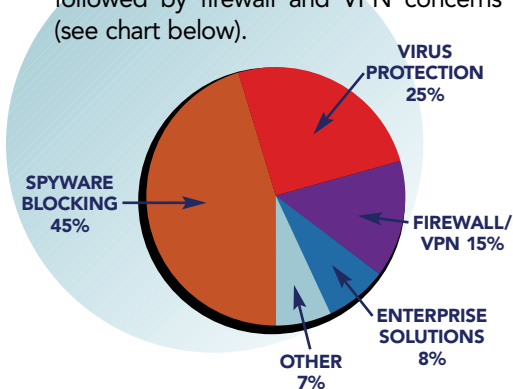
As the cold and flu season ends, a whole new batch of data is available on computer viruses. And in the world of business, viruses translate into lost profits.

"If the computer network gets sick, so do my profits."

That's the sentiment among small business owners recently surveyed at Business.com, the largest B2B vertical search engine dedicated.

"Our Small Business Barometer™ picked up a rising popularity in computer security, so we surveyed small business owners to determine the drivers of the demand," explains Lane Soelberg, VP of Marketing and Customer Insights for Business.com.

70% of the search traffic within the Computer Security category is dedicated to spyware blocking and virus protection, followed by firewall and VPN concerns (see chart below).

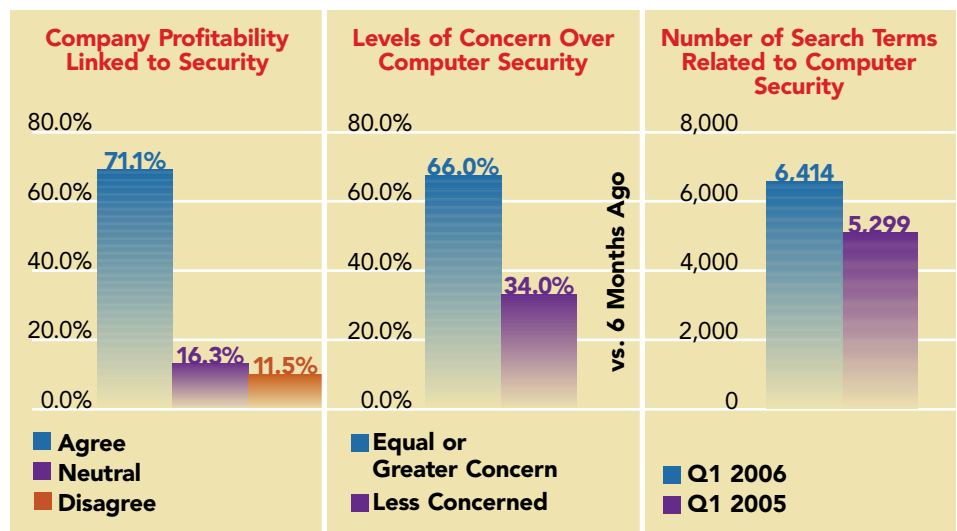


"The interest in computer security is entirely justified from a business perspective," said Soelberg. "Close to 3/4 of respondents said their company's profitability is linked to the security of their computer networks. 66% of those surveyed are more concerned today versus 6 months ago. 1/3 of respondents want to increase their security spending."

More Viruses = More Search Terms

With each new computer virus, a new search term is born. People searching for a solution to the "I Love You Virus" tend

to search specifically for its actual name. Business.com's research indicates a 17% increase this year in the number of computer security search terms.



Doctors in The House

As small businesses line up for computer network "vaccinations," some companies are very well positioned to help meet this demand:

THE BUSINESS.COM HOT LIST

Based on the increase of searches and clicks through to clients on the Business.com Network, below are the Hot List companies poised to benefit from this trend:

- www.symantec.com • Symantec • Content and network security software and appliance solutions
- www.toplayer.com • Top Layer Networks • Network IPS firewall protection
- www.electricmail.com • Electric Mail Company • Email outsourcing solutions
- www.postini.com • Postini, Inc • Email security and integrated message management
- www.3geeksandamouse.com • 3 Geeks and a Mouse • Computer repair services, including virus detection and elimination
- www.gmsi.com • Global Messaging Solutions • Offers email hosting solutions including anti-virus, anti-spam, encryption, forwarding and secure email