

News Release

StatCounter Founder named as Businessweek Young European Entrepreneur of the Year

- US is major market for web analytical firm

Dublin; Thursday, 19th July, 2007: Aodhan Cullen, founder of Irish headquartered StatCounter, which has over 560,000 members in the US, has been named as the Businessweek Young European Entrepreneur of the Year. StatCounter, which provides free web site traffic statistics, has 1.4m members globally. 24 year old Aodhan Cullen started the business when he was 16.

StatCounter provides a free service which allows members monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; keywords used to find the site plus other features.

Alexa, an Amazon web information company, recently named StatCounter as one of the most visited sites in the US ahead of household names like Apple, Adobe, Dell and Expedia.com.

Businessweek.com reports that the global web analytics market is growing rapidly following the aftermath of the dotcom boom. It quotes Bill Gassman, a research director specialising in web analytics at tech consultancy, Gartner who says that the market is 'exploding again'. The \$400m market is expected to more than double in size by next year.

"I would like to thank Businessweek and those who selected me," commented Aodhan Cullen. "This is not really an award for me but recognises our members who have helped us to build one of the most popular web analytical services and web sites in the world."

Growth took off from 2003. StatCounter is attracting 1,500 new members each day. It currently tracks over 9 billion pageloads per month across its network of over 2 million web sites.

As well as its existing free summary lifetime statistics, StatCounter recently extended the detailed drill down information which users can track on visitors from the last 100 logs to 500. Members can upgrade from the free service to more detailed reports for \$9 per month. Further information at: www.statcounter.com

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