

WEBSITE

QUARTERLY METRIC STATEMENT FOR THE 3 MONTH PERIOD ENDED MARCH 2002



Universal Concept, Inc.
 PO Box 28, 99 Church Street,
 Whitinsville, MA 01588
 Voice: 508.234.8832
 Fax: 508.234.8870
 E-mail: info@prosoundweb.com

FIELD SERVED: www.prosoundweb.com serves the professional audio industry including live sound reinforcement; sound contractor/installer; designer/acoustician/consultant; recording studios; dealer/distributor/representative firms; equipment manufacturer, venue/auditorium; production/musician/record company, ad agency/pr firm and others allied to the industry.

UNIQUE VISITORS: The total number of unique visitors during the report period. Unique visitors are identified by their IP address, domain name, or cookie.

Month	Live	LAB	Recording	RecPit	Install	Install Forum	Ken's Links	Classifieds	Other*	Total
January	8,853	30,707	9,912	8,996	14,426	2,190	4,057	6,538	8,783	94,462
February	8,263	27,075	7,568	8,508	9,024	2,624	3,576	4,654	15,787	87,079
March	10,086	28,942	8,461	9,071	10,229	3,146	4,094	6,144	15,436	95,519
3-mos Avg	9,067	28,908	8,647	8,858	11,226	2,653	3,909	5,778	13,335	92,353

PAGE VIEWS: the number of times a specific web page is requested to be viewed during the month.

Month	Live	LAB	Recording	RecPit	Install	Install Forum	Ken's Links	Classifieds	Other*	Total
January	39,771	1,195,185	29,789	127,168	42,826	17,363	48,406	52,608	179,144	1,732,260
February	28,282	1,033,130	26,641	148,539	25,235	17,091	33,908	39,605	161,881	1,514,312
March	40,295	1,177,571	32,874	212,470	37,064	27,776	103,184	51,801	225,581	1,908,426
3-mos Avg	31,116	1,135,295	29,768	488,177	35,042	20,743	61,833	48,005	188,869	1,718,333

AVERAGE TIME SPENT ON SITE: The length of time the average user spends on the site.

Month	Live	LAB	Recording	RecPit	Install	Install Forum	Ken's Links	Classifieds	Avg Time on Site
January	0:10:27	0:14:55	0:10:21	0:10:28	0:11:01	0:10:43	0:11:50	0:06:09	0:10:44
February	0:10:11	0:13:51	0:10:01	0:12:09	0:10:24	0:06:22	0:10:45	0:06:09	0:09:59
March	0:12:07	0:14:23	0:13:30	0:13:27	0:10:26	0:07:16	0:11:53	0:05:50	0:11:07
3-mos Avg	0:10:55	0:14:23	0:11:17	0:12:01	0:10:37	0:08:07	0:11:29	0:06:03	0:10:37

VISITOR ORIGIN: Where visitors originate from based on Internet registration.

Month	U.S	International	Unknown Origin*	Total
January	74.6%	11.1%	14.3%	100%
February	73.3%	12.1%	14.6%	100%
March	73.8%	11.5%	14.7%	100%
3-mos Avg %	74%	12%	14%	100%

* Includes areas of the site that are not pulled out for purposes of this statement but are tracked by WebTrends and included in the "Total" figures provided ie. WebExpo, lighting forum, industry biz, study hall
 ** Percentage of visits where the visitor's domain name could not be determined or the country associated with the domain name could not be determined.

Numbers provided in this statement were gathered utilizing WebTrends software. This statement is not intended to be an audit statement, merely a compilation of site statistics for analytical use.