

Press release

## **ILSOLE24ORE.COM: MORE THAN 3 MILLION USERS IN JANUARY**

**An excellent January for the web portal [www.ilssole24ore.com](http://www.ilssole24ore.com):**

**Single users (56%), page hits (42%) and e-commerce (37%) all up.**

**New for February: the new mobile version of the site, a new agreement for Shopping24  
and a St Valentine's special from Luxury24.it**

*Milan, 4 February 2008* – In January, [www.ilssole24ore.com](http://www.ilssole24ore.com), the Il Sole 24 ORE website, saw user numbers reach 3,076,809, a 56% increase compared to the same month last year, while page hits jumped 42% compared to the same month in 2007 to 37,891,224.

Just a few months after re-styling, two aspects had a significant impact on the portal's record figures: firstly the on-line editorial team's timely coverage of the Italian Budget 2008, culminating with the streaming of the *Telefisco* conference, the international stock-market crisis and the government crisis, and secondly the cultural events covered by exclusive initiatives, such as the video special on the Leopardi manuscripts and the live broadcast on International Holocaust Remembrance Day.

And there is more to come in February. Luxury24.it, Il Sole 24 ORE's luxuries channel, which also had excellent Internet traffic results in January, will be launching a St Valentine's special on Monday 4 February. Web users will find a round-up of the year's trends, as well as some traditional Valentine's stories, at [www.luxury24.it/SanValentino](http://www.luxury24.it/SanValentino).

The new mobile version of [www.ilssole24ore.com](http://www.ilssole24ore.com) will also be coming on-line, and it will be fully accessible via mobile phones, palm-tops, Blackberries and PDAs, allowing users to read news updates on the site in real time. The site's new banner format will also create fresh advertising potential.

There will also be developments for Shopping24, the Il Sole 24 ORE e-commerce channel, which after a great January (37% up on 2007) will continue to grow its range, offering its target customers a wide selection of floral gifts thanks to a deal with Italian Flora on-line, a market leader in flower delivery in Italy and worldwide, and a guarantee of quality and punctuality. The new service on Shopping24 will allow users to order flowers on-line conveniently for all occasions, with free delivery and a personalized message.

*Further information:*

*Elena Gramatica*

*Il Sole 24 ORE press office*

*Tel. +39 02 3022 3283*

*Mobile +39 334 665 4444*