

# The Breast Cancer Site Wins Hitwise U.S. Top 10 Award – July-September 2007



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Industry: [Internet & Online](#)

**Press Release Summary:** The Breast Cancer Site (TheBreastCancerSite.com), has ranked number one in the Health and Medical – Organizations online industry based on the market share of U.S. visits it received for July-September 2007. The Breast Cancer Site is one in a family of cause-related Web sites operating under the Seattle-based company, CharityUSA.com. At The Breast Cancer Site 100% of sponsor ad revenue from clicks and a portion of every sale from shopping helps low-income, working-poor and un-insured women through the work of the site's nonprofit partner, the National Breast Cancer Foundation.

Press Release Body: SEATTLE, November 13, 2007 – [The Breast Cancer Site \(TheBreastCancerSite.com\)](#), has ranked number one in the **Health and Medical – Organizations** online industry based on the market share of U.S. visits it received for July-September 2007.

The **Hitwise U.S. Top 10 Awards Program** celebrates the most successful U.S. websites in 160+ online industries. As **Hitwise** reports on the anonymous online usage and search behavior of more than 10 million U.S. Internet users—the largest online sample of its kind—this

unique awards program recognizes excellence in online performance through public popularity.

**The Breast Cancer Site** is one in a family of cause-related Web sites operating under the Seattle-based company, [CharityUSA.com](http://CharityUSA.com). The goal of these innovative sites is to harness the power of the Internet for good, uniting people around the world to form online communities devoted to important causes. Each site is focused on a specific need and allows supporters to benefit leading charities with simple, everyday online actions such as clicking to give and shopping to give more.

At **The Breast Cancer Site** 100% of sponsor ad revenue from clicks and a portion of every sale from shopping helps low-income, working-poor and un-insured women through the work of the site's nonprofit partner, the **National Breast Cancer Foundation**. Since The Breast Cancer Site launched in October 2000, ad revenue from visitor clicks and royalties paid to charities on each purchase in the store have funded over 17,000 free mammograms for women in need.

In October 2007, during the **5th Annual Pink Ribbon Challenge**, **The Breast Cancer Site** supporters set a new record for the most clicks on the pink button ever in its history. In addition to the record-breaking 599.3 free mammograms funded by clicks, an additional 150 mammograms were funded by the site's October premier sponsor, which pledged the contribution if at least 500 mammograms were given by supporter's clicks. **The Breast Cancer Site** is committed to keeping the momentum going. In honor of the seasonal spirit of giving and in recognition that breast cancer is on the rise internationally, **The Breast Cancer Site** has pledged to donate an ultrasound machine to McCord hospital in Durban, South Africa if clicks on the pink button total 500 mammograms in November.

**Greg Hesterberg, co-owner and President of The Breast Cancer Site**, comments, *"There's no limit to the number of women we can help this holiday season by clicking daily and shopping for gifts in our do-good store."* Supporters can make their free daily click and shop for gifts, clothing, jewelry, pink ribbon gear and more by visiting [www.TheBreastCancerSite.com](http://www.TheBreastCancerSite.com).

About [The Breast Cancer Site \(TheBreastCancerSite.com\)](http://TheBreastCancerSite.com)  
**The Breast Cancer Site** is one of the most popular sites in a growing family of cause-related sites, including the flagship site, **The Hunger Site**, all of which operate as the **GreaterGood Network**. Other sites

include **The Child Health Site**, **The Animal Rescue Site**, **The Rainforest Site**, and **The Literacy Site**. Since **The Breast Cancer Site** launched in October 2000, hundreds of millions of people have clicked and shopped to make a difference. On average, over 300,000 individuals visit **The Breast Cancer Site** each day. The charity partner of **The Breast Cancer Site** is the **National Breast Cancer Foundation**.

## **About**

## **Hitwise**

**Hitwise** is the leading online competitive intelligence service. Only **Hitwise** provides its 1,400 clients around the world with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, **Hitwise** has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, **Hitwise's** patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs.

**Hitwise, a subsidiary of Experian (FTS: EXPN)** [www.experiangroup.com](http://www.experiangroup.com) operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong and Singapore. More information about Hitwise is available at [www.hitwise.com](http://www.hitwise.com).

For up to date analysis of online trends, please visit the **Hitwise Intelligence-Analyst Weblogs** at <http://weblogs.hitwise.com> and the **Hitwise Data Center** at [www.hitwise.com/datacenter](http://www.hitwise.com/datacenter).

**Web Site:** <http://www.thebreastcancersite.com>

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