



FOR IMMEDIATE RELEASE:

2010 traffic and January 2011 traffic announced

FORT LAUDERDALE, FL (Feb 2, 2011) – Mark's List, one of the highest ranking GLBT lifestyle, travel and entertainment websites in the world*, today announces a summary of site traffic for 2010.

The Mark's List online network of sites reached nearly 2 million users in 2010, making the flagship site <http://JumpOnMarksList.com> among the world's five highest ranking LGBT sites.

In summary, Mark's List users looked at an average of over 16 pages on each visit in 2010. According to Google Analytics, all sites worldwide averaged 3.7 page views per visitor, showing a level of interest in Mark's List that is over four times higher than other sites. Another measure of success is bounce rate. Bounced visitors only look at the page they land on and then immediately leave a site. Mark's List bounce rate for 2010 was 33.6% compared to an Internet average of 47.9%. A low bounce rate is considered another measure of user interest, indicating that users found what they were looking for and then wanted more. Time spent on each visit to the site also significantly exceeds Internet averages.

The good news continued into the first month of 2011. Mark's List traffic posted yet another double digit increase in January, ending just short of 200,000 visits for the month. After the flagship site Mark's List, Amazing Gay Travel, Surprising Dining and Movies and Gossip lead the network, all posting double digit increases in visitors and page views.

"We are on our way to another record setting year. What happened in January is simple. Google changed its search algorithm in late 2010, adding further validation to the Mark's List formula. Any change at Google is eventually copied by all of the other search engines. We are not only pleased that Google recognizes the superior quality of our content, we are expanding our staff to take advantage of this historic moment in the evolution of search." Said Mark Haines founder and CEO of Mark's List Media.

For more information, visit www.AmazingGayTravel.com, <http://SurprisingDining.com>, <http://MoviesAndGossip.com> or <http://JumpOnMarksList.com>

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* United States and International site comparison rankings were established by <http://Alexa.com> on January 31, 2011. Alexa is widely considered to be the gold standard in Internet ranking. Additional ranking order verification can be found at <http://ranking.com> and <http://quantcast.com>.