

For immediate release

Press queries to:

Kerri Crowley or Ronnie Simpson
Simpson Financial & Technology PR
+ 353 1 260 5300
kerri@simpsonftpr.ie

Stout Performance by Firefox 3 Confirmed by StatCounter

Location; Thursday, 19th June: The Mozilla Firefox Guinness Book of Records attempt has been a major success in encouraging users to download Firefox 3 according to analysis conducted by StatCounter, which provides free website traffic analysis.

Usage of Firefox 3 more than doubled between June 16th and 18th from 7.8% to 18.9% . Usage of Firefox 2 declined from 89.8% to 78.8%.

(See: http://www.statcounter.com/press_release/ for charts).

“The Firefox folks have certainly earned themselves a pint of Guinness,” commented Aodhan Cullen, CEO, StatCounter. “This is a major success in encouraging users to upgrade in a short period.”

The StatCounter analysis also suggests that the Guinness promotion is also having a positive impact on its overall share of the browser market. Firefox market share of the browser market increased from 34.9% to 36% over the two day period while Internet Explorer fell slightly from 56.3% to 55.4%.

The StatCounter analysis was based on a sample of 55 million page views globally including 20 million US page views.

Ends

About StatCounter

StatCounter, a free online visitor stats tool, was founded in 1999. It offers its members the chance to grow and improve their online businesses by allowing them to 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.

StatCounter currently has over 1.5 million members and tracks in excess of nine billion pageloads per month over its network of two million websites. A Google PageRank 9/10 site, StatCounter was named by web information company Alexa as one of the most visited sites in the US.

For information on this real-time, user-friendly, and free visitor stats tool, please visit www.statcounter.com