Attachment 3a--Napper Market Share Data

Market Share Analysis

July 2010

	A	*B*	*C = A, less Vitals*	*D*	*E = D x 16,194*	*F*
	Total Unique Visitors (000)	% of total	Total Unique Visitors without Vitals (000)	% of total	Total Unique Visitors with Vitals visitors spread to market (000)	% of total
HEALTHGRADES.COM	6,658	36.7%	6,658	43.4%	7,880	43%
VITALS.COM	2,812	15.5%		0.0%	0	0%
All Other	8,672	47.8%	8,672	56.6%	10,263	57%
	18,143	100.0%	15,331	100%	18,143	100%

January 2011

	A	*B*	*C = A, less Vitals*	*D*	*E = D x 18,528*	*F*
	Total Unique Visitors (000)	% of total	Total Unique Visitors without Vitals (000)	% of total	Total Unique Visitors with Vitals visitors spread to market (000)	% of total
HEALTHGRADES.COM	7,986	40.3%	7,986	49.4%	9,787	49%
VITALS.COM	3,646	18.4%		0.0%	0	0%
All Other	8,184	41.3%	8,184	50.6%	10,030	51%
	19,817	100.0%	16,171	100%	19,817	100%

July 2011

	A	*B*	*C = A, less Vitals*	*D*	*E = D x 13,750*	*F*
	Total Monthly Searches (000)	% of total	Total Monthly Searches without Vitals (000)	% of total	Total Monthly Searches with Vitals visitors spread to market (000)	% of total
HEALTHGRADES.COM	8,853	51.5%	8,853	62.3%	10,705	62%
VITALS.COM	2,974	17.3%		0.0%	0	0%
All Other	5,363	31.2%	5,363	37.7%	6,485	38%
	17,190	100.0%	14,216	100%	17,190	100%

Sources:

Expert Report of Brian W. Napper, p. 8; MDX0007062-7072

EXHIBIT
tabbies 76
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EXHIBIT I