

NewsTrak Access Report Overview

This report is for:

January 06, 2010 04:00 AM Pacific Time

StrataCare Announces Sale of GenSource Claims Division

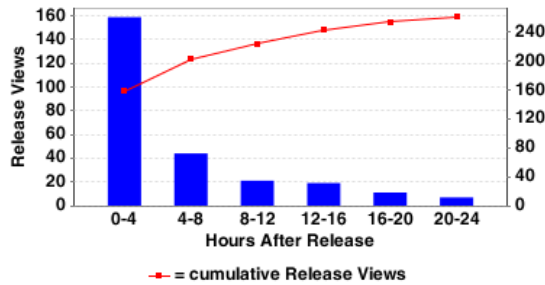
NewsTrak Access provides a snapshot of activity by measuring news release activity primarily on websites hosted by Business Wire. It does not measure the thousands of media, financial and consumer systems that receive our content and host it on their servers; or search engines that do not link back to the Businesswire.com site.

Access by User Type and Activity

User Type	Headline Impressions	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Media	0	4	0	0	0	0	0	0	0
Other Viewers	4,343	303	0	1	0	0	0	0	16
Totals	4,343	307	0	1	0	0	0	0	16

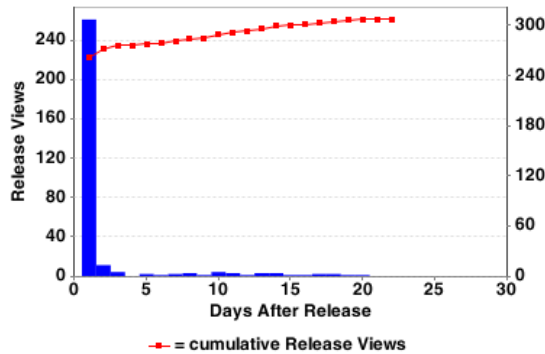
Release Views Over Time

First 24 Hours



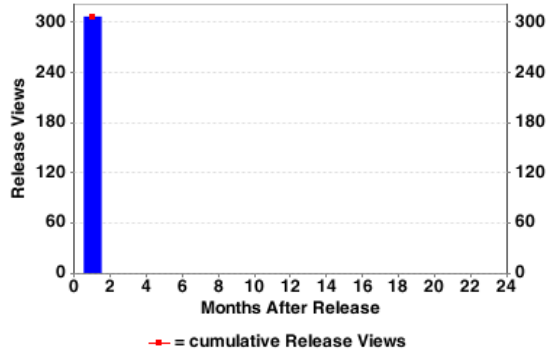
Hours After Release	Release Views
0-4	159
4-8	44
8-12	21
12-16	19
16-20	11
20-24	7

First 30 Days



Days After Release	Release Views
1	261
2	11
3	4
4	0
5	2
6	1
7	2
8	3
9	1
10	4
11	3
12	1
13	3
14	3
15	1
16	1
17	2
18	2
19	1
20	1
21	0
22	0

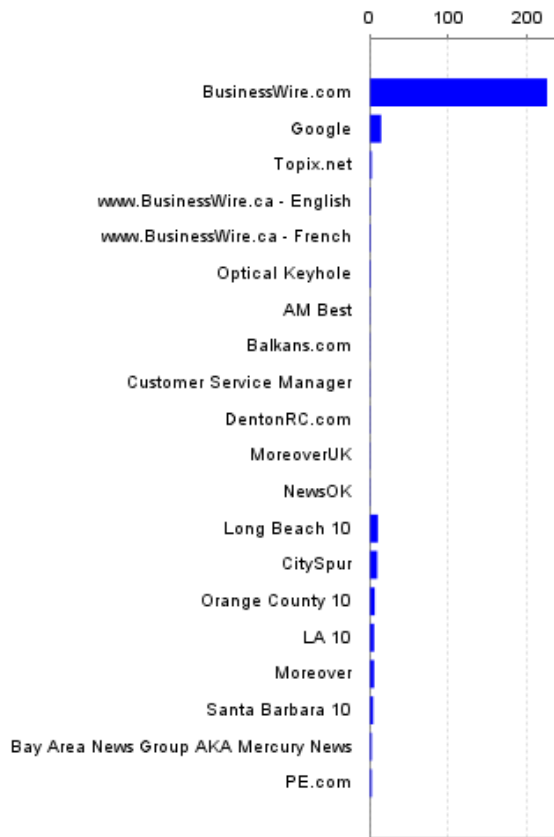
By Months



Months After Release	Release Views
1	307

Access By Site

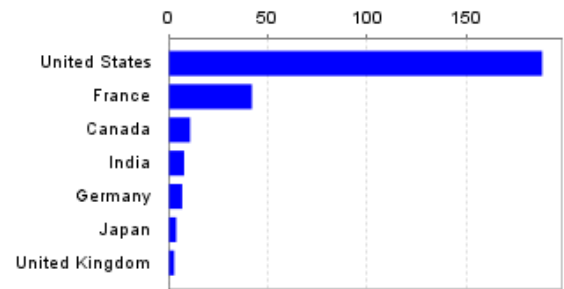
Top Sites



Site	Release Views
BusinessWire.com	225
Google	15
Long Beach 10	11
CitySpur	10
Orange County 10	7
LA 10	6
Moreover	6
Santa Barbara 10	5
Bay Area News Group AKA Mercury News	3
PE.com	3
Topix.net	3
www.BusinessWire.ca - English	2
www.BusinessWire.ca - French	2
Optical Keyhole	2
AM Best	1
Balkans.com	1
Customer Service Manager	1
DentonRC.com	1
MoreoverUK	1
NewsOK	1

Access by User Location

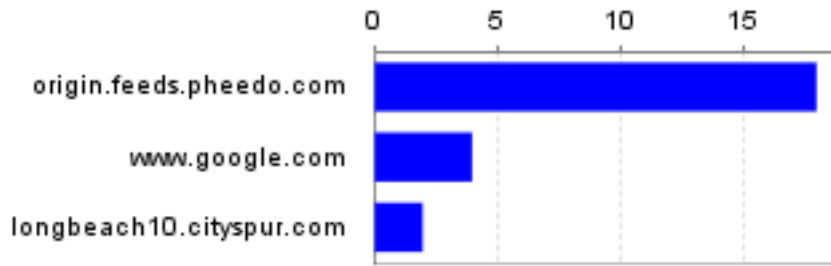
Top Countries



Country	Release Views
United States	188
France	42
Canada	11
India	8
Germany	7
Japan	4
United Kingdom	3

Referring Sites

Top Sites

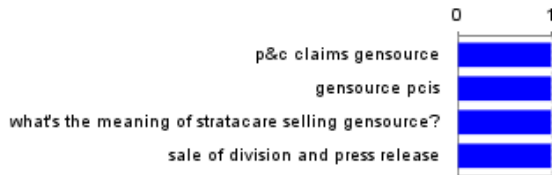


Site	Headline Impressions	Release Views
origin.feeds.pheedo.com	0	18
www.google.com	0	4
longbeach10.cityspur.com	0	2

Search Engine Activity

This information shows how people are finding your release on search engines. Analyzing search terms can help you optimize future releases.

Top Search Terms



Search Term	Release Views	% of Total
p&c claims gensource	1	25%
gensource pcis	1	25%
what's the meaning of stratacare selling gensource?	1	25%
sale of division and press release	1	25%

Top Search Engines

Search Engine	Release Views	% of Total
Google	4	100%

User Interaction

Links


This chart shows how many times the hyperlinks you added within your press release have been clicked.

Link No.*	Link Text	Clicks
2	www.pcisvision.com	11
1	www.stratacare.com	5

* **Link No.:** The order in which the links appear in your release.

NewsTrak Access Report: Access By Registered Media

This report is for:

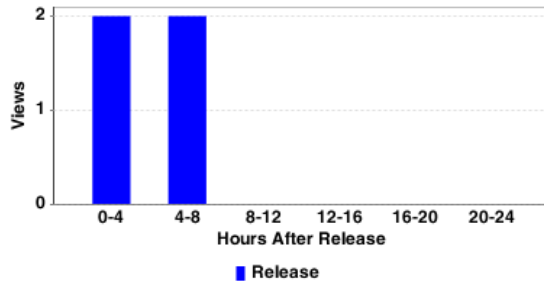
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StrataCare Announces Sale of GenSource Claims Division

Information on this page measures activity by Business Wire's PressPass registered media community.

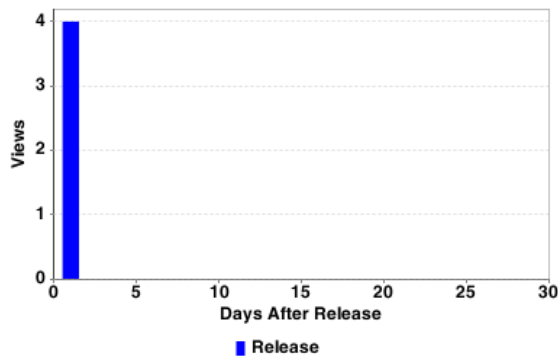
Views Over Time

First 24 Hours



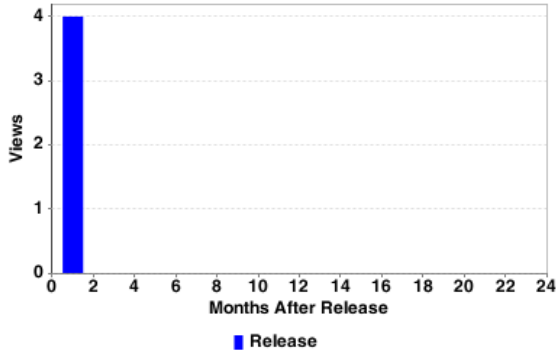
Hours After Release	Release Views
0-4	2
4-8	2
8-12	0
12-16	0
16-20	0
20-24	0

First 30 Days



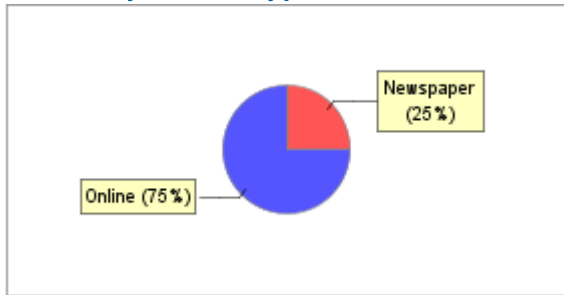
Days After Release	Release Views
1	4
2	0
3	0
4	0
5	0
6	0
7	0
8	0
9	0
10	0
11	0
12	0
13	0
14	0
15	0
16	0
17	0
18	0
19	0
20	0
21	0
22	0

By Months

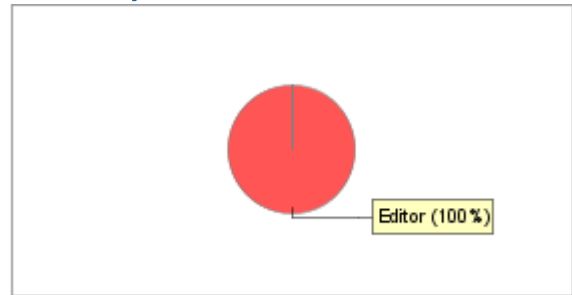


Months After Release	Release Views
1	4

Access by Media Type



Access by Job Title



Access by Media Type

Media Type	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Online	3	0	0	0	0	0	0	0
Newspaper	1	0	0	0	0	0	0	0
Totals	4	0	0	0	0	0	0	0

Access by Job Title

Job Title	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Editor	4	0	0	0	0	0	0	0
Totals	4	0	0	0	0	0	0	0

Access by Media Name

Top Media Names



Access by Media Coverage

Top Media Coverage



Media Name	Release Views
Socaltech.com	1
Workcompcentral, Inc.	1
San Fernando Valley Business Journal	1
Citybizlist	1

Media Coverage	Release Views
News Site	1
Business Journal	1

Access by User Location

Top Countries

Country	Release Views
United States	3

Top States & Provinces

State or Province	Country	Release Views
California	United States	2
Maryland	United States	1


Access By Site

Top Sites

Site Name	Release Views
BusinessWire.com	4

NewsTrak Access Report: Access By Unregistered Media and Other Viewers

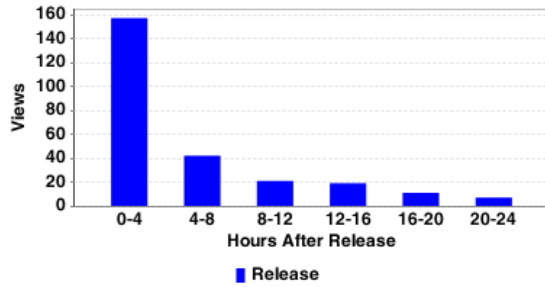
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StrataCare Announces Sale of GenSource Claims Division

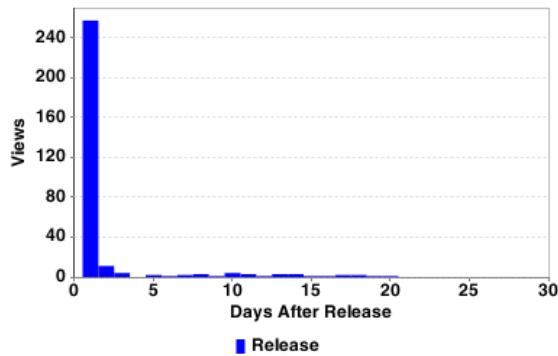
Views Over Time

First 24 Hours



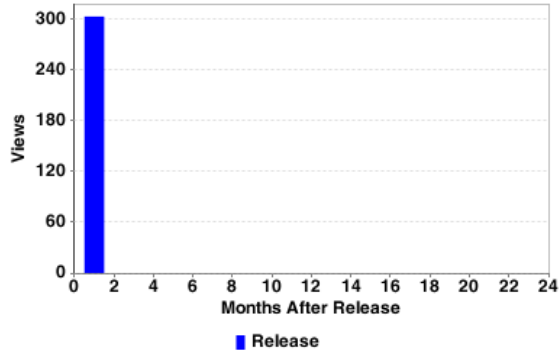
Hours After Release	Release Views
0-4	157
4-8	42
8-12	21
12-16	19
16-20	11
20-24	7

First 30 Days



Days After Release	Release Views
1	257
2	11
3	4
4	0
5	2
6	1
7	2
8	3
9	1
10	4
11	3
12	1
13	3
14	3
15	1
16	1
17	2
18	2
19	1
20	1
21	0
22	0

By Months

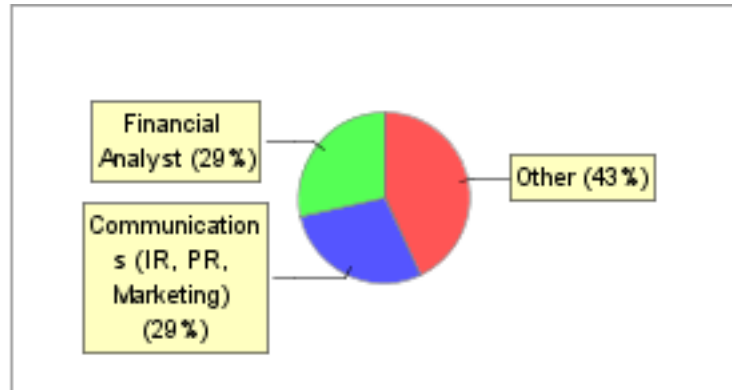


Months After Release	Release Views
1	303

Access by Activity

View Type	Totals
Headline Impressions	4,343
Release Views	303
Link Clicks	16
Subscription Email	1

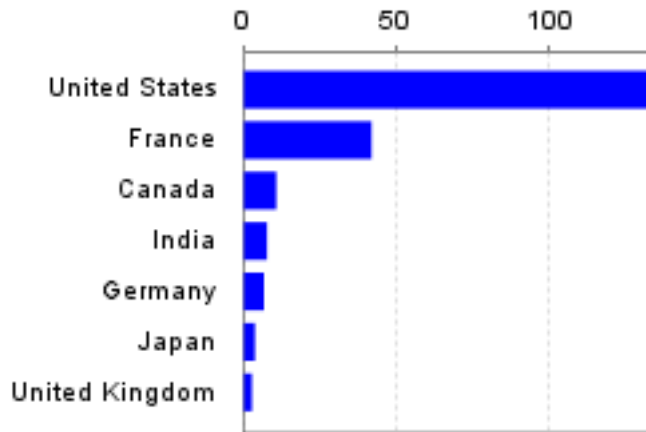
Access by Registered Users' Field of Interest



Field of Interest	Release Views
Other	3
Financial Analyst	2
Communications (IR, PR, Marketing)	2

Access by User Location

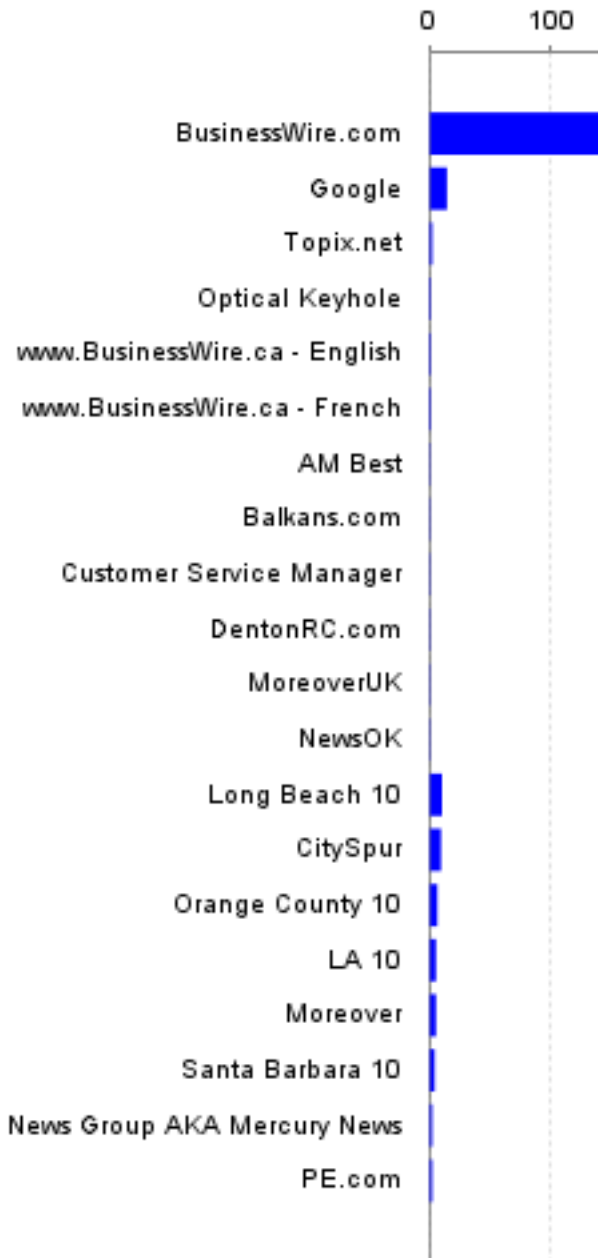
Top Countries



Country	Release Views
United States	185
France	42
Canada	11
India	8
Germany	7
Japan	4
United Kingdom	3

Access By Site

Top Sites



Site Name	Release Views
BusinessWire.com	221
Google	15
Long Beach 10	11
CitySpur	10
Orange County 10	7
LA 10	6
Moreover	6
Santa Barbara 10	5
Bay Area News Group AKA Mercury News	3
PE.com	3
Topix.net	3
Optical Keyhole	2
www.BusinessWire.ca - English	2
www.BusinessWire.ca - French	2
AM Best	1
Balkans.com	1
Customer Service Manager	1
DentonRC.com	1
MoreoverUK	1
NewsOK	1

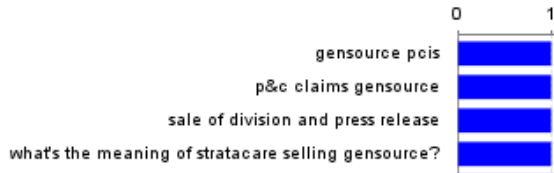
Top States & Provinces

State or Province	Country	Release Views
California	United States	72
Texas	United States	32
Ile-de-france	France	29
Massachusetts	United States	18
Washington	United States	18
New York	United States	12
-	France	8
Andhra Pradesh	India	8
British Columbia	Canada	8
New Jersey	United States	7
Berlin	Germany	4
Maine	United States	4
Tokyo	Japan	4
Connecticut	United States	3
England	United Kingdom	3
Kansas	United States	3
Provence-alpes-cote D'azur	France	3

Search Engine Activity - Unregistered Media and Other Viewers

This information shows how people are finding your release on search engines. Analyzing search terms can help you optimize future releases.

Top Search Terms



Search Term	Release Views	% of Total
gensource pcis	1	25%
p&c claims gensource	1	25%
sale of division and press release	1	25%
what's the meaning of stratacare selling gensource?	1	25%

Top Search Engines

Search Engine	Release Views	% of Total
Google	4	100%

User Interaction - Unregistered Media and Other Viewers

Links

This chart shows how many times the hyperlinks you added within your press release have been clicked.

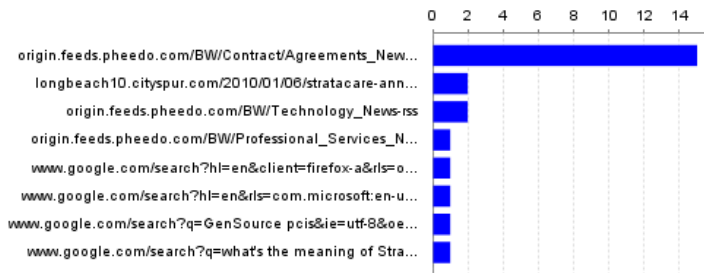
Link No.*	Link Text	Clicks
2	www.pcisvision.com	11
1	www.stratacare.com	5

* Link No.: The order in which the links appear in your release.

Links from Other Sites

Top Referral URLs

Referral URLs identify pages from which users linked to your news release.



Referral URL	Release Views
origin.feeds.pheedo.com/BW/Contract/Agreements_New...	15
longbeach10.cityspur.com/2010/01/06/stratacare-ann...	2
origin.feeds.pheedo.com/BW/Technology_News-rss	2
origin.feeds.pheedo.com/BW/Professional_Services_N...	1
www.google.com/search?hl=en&client=firefox-a&rls=0...	1
www.google.com/search?hl=en&rls=com.microsoft:en-u...	1
www.google.com/search?q=GenSource pcis&ie=utf-8&oe...	1
www.google.com/search?q=what's the meaning of Stra...	1