

Simply Groundbreaking!

11 products and services
that have **rocked** the world in the past decade

BlackBerry

(Introduced in 1999): more than three million subscribers

Match.com

(Launched in 1995): more than 15 million members are active users or have profiles posted

Amazon.com

(Opened for business in 1995): \$8.49 billion in sales last year

Vitamin Water

(Launched in 1998): \$350 million in sales in 2005

Viagra

(Introduced to consumers in 1998): more than \$1.6 billion in sales last year

Google

(Incorporated in 1998): \$2.7 billion searches handled in March 2006

eBay

(Founded in 1995): 181 million registered users worldwide at the end of last year

iPod

(Introduced in 2002): through 2005, approximately 28 million sold

TiVo

(Launched in 1997): 4.4 million subscribers

Netflix

(Launched in 1999): about 5.5 million subscribers at the end of 2005 and total estimated rental revenue of nearly \$800 million

Grey Goose Vodka

(Conceived in 1996): Bought by Bacardi for \$2.3 billion in 2004