



## **comScore Ranks as Fastest-Growing U.S. Market Research Firm in 2008 Among Largest 25 Firms in Annual Honomichl Report**

### **--comScore Domestic Revenue Grows 22 Percent Organically to \$100.9 Million in 2008**

RESTON, Va., July 15, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that it was ranked as the 15th largest U.S. market research firm based on 2008 domestic revenues, growing faster than each of the largest 25 research firms, according to the 2008 Honomichl report [http://www.marketingpower.com/ResourceLibrary/MarketingNews/Pages/2009/43/7\\_30\\_09%20Pages/Honomichl\\_Top\\_50\\_Report.aspx](http://www.marketingpower.com/ResourceLibrary/MarketingNews/Pages/2009/43/7_30_09%20Pages/Honomichl_Top_50_Report.aspx). Published in Marketing News, a journal of the American Marketing Association, the Honomichl report ranked the top U.S. market research firms based on their 2008 revenues. comScore ascended one position from the previous year with 2008 U.S. revenues growing 22 percent organically to \$100.9 million. comScore's 2008 global revenue was \$117.4 million. Only one other firm in the top 25 grew by at least 10 percent domestically, while nearly half of the firms saw their revenue decline under the stress of the challenges faced by the U.S. economy last year, making comScore's growth even more noteworthy.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

"We are delighted to once again be recognized by The Honomichl Top 50 Report as one of the largest and fastest-growing market research firms in the U.S.," said comScore CEO & President Dr. Magid Abraham. "In less than a decade since our inception, we have been able to build a thriving and growing business through the support of our clients, the tireless work of comScore's 600 employees, and a commitment to innovation in our industry. We will continue to build on our past successes and deliver value to our clients by leveraging the power of digital marketing intelligence."

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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