

Social Networking Sites Represent an Attractive Venue for Advertising Apparel Products

Consumer Electronics and Entertainment Sites also Frequented By Heavy Social Networkers

RESTON, Va., Oct 15, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released the results of a study using its comScore Segment Metrix tool, which showed that heavy U.S. visitors to social networking sites are significantly more likely than average to visit leisure-oriented retail site categories, such as music, jewelry/luxury goods/accessories, consumer electronics and apparel. Heavy social networking visitors are defined as the top 20 percent of visitors based on time spent on social networking sites.

Heavy Social Networkers Flock to Leisure-Oriented Retail Site Categories

More than 95 percent of heavy social networkers visited retail sites in August, compared to 80 percent of the total U.S. Internet audience. These heavy social networkers exhibited a particularly high tendency to visit the more leisure-oriented retail categories, including those featuring entertainment (music, tickets, books and movies), fashion (apparel, jewelry/luxury goods/accessories), and retail technology (consumer electronics, computer software and hardware).

Top Retail Site Categories Among Heavy Social Networkers
 August 2007
 Total U.S. - Home/Work/University Locations
 Source: comScore Segment Metrix

Retail Site Category	Total Unique Visitors (000)	Visitors that are Heavy Social Networkers (000)	Heavy Social Networkers as a Percentage of Total Site Visitors	Heavy Social Networker Index*
Total Internet	181,257	23,595	100.0	100
Retail Sites	145,778	22,516	15.4	119
Music	23,985	6,825	28.5	219
Jewelry/Luxury Goods/Accessories	17,125	4,531	26.5	203
Apparel	61,184	15,157	24.8	190
Tickets	42,893	10,530	24.5	189
Consumer Electronics	49,110	11,714	23.9	183
Sports/Outdoor	29,208	6,965	23.8	183
Computer Software	24,132	5,716	23.7	182
Books	62,276	14,700	23.6	181
Movies	27,043	6,316	23.4	179
Computer Hardware	67,449	15,288	22.7	174

* Heavy Social Networker Index = Percentage of heavy social networkers/percentage of total Internet audience x 100; Index of 100 represents parity

"This analysis is consistent with the findings of a comScore study conducted last year, which showed that visitors to social networking sites are more receptive to online advertising for leisure-oriented retail categories," said comScore Chairman Gian Fulgoni. "There appears to be a natural synergy between the leisure categories and social networking sites. People typically enjoy sharing their experiences with these products, whether it's to talk about their new iPhone or the pair of designer jeans they just bought. Social networking sites offer the venue for those conversations to occur."

Young Adult Fashion and Apparel Sites Attract Heavy Social Networkers

The current study also examined which individual sites attracted the highest percentage of visitors from the heavy social networking segment, revealing that the heavy social networkers have a strong propensity to visit retail apparel sites. In fact,

each of the top ten ranked sites were fashion and apparel sites oriented to young adults, including well known brands like Hollister, Pac Sun, and Abercrombie & Fitch, among others.

Top Retail Sites* Among Heavy Social Networkers
 August 2007
 Total U.S. - Home/Work/University Locations
 Source: comScore Segment Metrix

Retail Site Category	Total Unique Visitors (000)	Visitors that are Heavy Social Networkers (000)	Heavy Social Networkers as a Percentage of Total Site Visitors	Heavy Social Networker Index**
Total Internet:				
Total Audience	181,257	23,595	13.0	100
TattooJohnny.com	1,040	579	55.7	428
Alloy	6,987	3,614	51.7	397
HollisterCo.com	2,520	1,268	50.3	386
HotTopic.com	1,476	735	49.8	382
PacSun.com	1,670	803	48.1	370
Wetseal Inc.	1,518	697	45.9	353
Forever 21, Inc.	1,828	795	43.5	334
Aeropostale.com	1,707	741	43.4	333
Abercrombie & Fitch Co.	2,704	1,173	43.4	333
AE.com	3,475	1,486	42.8	329

* Based on retail sites with at least 1 million unique visitors in August 2007

** Heavy Social Networker Index = Percentage of heavy social networkers/percentage of total Internet audience x 100; Index of 100 represents parity

"Apparel retailers -- especially those geared towards younger consumers -- can benefit by considering the use of social networking sites as a marketing channel," continued Mr. Fulgoni. "Savvy retailers understand that e-commerce represents only one component of the incremental sales that result from online advertising efforts, and that the Internet is a powerful medium for brand-building and driving in-store sales."

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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