



March 12, 2015

## **comScore Appoints David Shiffman as Senior Vice President of Marketing Solutions**

### **Digital Advertising Research Veteran Brings Years of Agency Experience to comScore's Agency Business**

RESTON, Va., March 12, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today announced that David Shiffman has joined comScore as Senior Vice President of Marketing Solutions. Based in New York, Mr. Shiffman will be responsible for leading the company's work with its agency clients, with a particular focus on advertising effectiveness, and delivering customized measurement and optimization solutions.



Mr. Shiffman is an experienced advertising research executive who comes to comScore from MediaVest where he most recently served as the Executive Vice President and Director of Research. At both MediaVest in the U.S. and Starcom MediaVest Group in Canada, Mr. Shiffman spent more than 15 years driving the agency's research vision, leading product research and pioneering innovative research techniques to better serve clients.

"We could not be more excited to welcome David to comScore," said Manish Bhatia, comScore Executive Vice President and Chief Revenue Officer. "For over a decade he has been a well-respected senior member of the advertising community in New York City. His expertise in understanding consumer behavior, and knowledge of the application of cross-media market and ad effectiveness measurement will be invaluable to both comScore and our clients."

Mr. Shiffman holds a M.A. in Communication Management from the Annenberg School of Communication, University of Southern California. He has been active with the 4A's for several years, frequently presents at industry events and is regularly featured in industry publications for his thought leadership.

#### **About comScore**

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

#### **Cautionary Statement**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, expectations regarding the impact of Mr. Shiffman's employment at comScore on comScore's future performance. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's reliance on key members of its management team. For a detailed discussion of this and other risk factors, please refer to comScore's Quarterly Report on Form 10-Q for the period ended September 30, 2011, comScore's Annual Report on Form 10-K for the period ended December 31, 2011 and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

Logo - <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-appoints-david-shiffman-as-senior-vice-president-of-marketing-solutions-300049297.html>

SOURCE comScore, Inc.

