



## **comScore Appoints Pat Pellegrini Vice President of Research for International Operations**

### **Dr. Pellegrini to Chair comScore Canadian Research Advisory Council**

RESTON, Va., Oct 27, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today named Pat Pellegrini vice president of research for international operations. Based in comScore's Toronto, Canada office, Dr. Pellegrini will be responsible for the design and implementation of statistical measurement methodologies for existing and future syndicated comScore audience measurement products across international markets, with an initial focus on the Canadian market, but also including Europe, Latin America, and the Asia-Pacific region. He will also serve as chair of comScore's Canadian research advisory council; in that capacity he will be spearheading new comScore measurement initiatives in Canada.

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

Dr. Pellegrini has nearly 20 years of experience in research and audience measurement, most recently as vice president of research and new product development at Arbitron. Prior to that, he was VP of research at both TNS Media Research and BBM Canada, where, among other things, he worked on TV audience measurement using both panel and set-top box methodologies. He has also held teaching positions at The University of Guelph-Humber, McMaster University, and The Ohio State University.

"Pat is one of the most well regarded researchers in the audience measurement industry, and we are excited about his addition to the comScore team," said Magid Abraham, President and CEO of comScore. "As comScore continues to expand into global markets, Pat will be critical in ensuring we apply the most rigorous statistical methods to our broad array of digital audience measurement services."

Dr. Pellegrini earned his bachelor's and master's degrees in Geography from McMaster University in Ontario, Canada and his PhD in Geography from SUNY Buffalo.

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 <http://www.comscore.com/boilerplate>.

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