



comScore Europe Announces Appointment of Market Research Veteran as Part of Continued European Expansion

Delphine Gatignol Brings 10 Years of Industry Experience to comScore Europe; Appointed to Serve French Market

RESTON, Va., May 15, 2006 - comScore Europe, an operating division of comScore Networks, the leader in digital media measurement, today announced the appointment of Delphine Gatignol to the position of sales manager for France. Based in comScore Europe's London office, Ms. Gatignol is charged with developing new business initiatives in France and Belgium, in addition to managing day-to-day client relations and support for existing comScore clients.

"We are delighted to add Delphine Gatignol to our European team," said Bob Ivins, managing director of comScore Europe. "There continues to be great demand for our European consumer research and analysis offerings - which now cover 15 European countries. Delphine's research expertise and proven success in delivering value for clients will play a key role in our continued expansion throughout Europe."

Ms. Gatignol brings to comScore Europe nearly a decade of research industry expertise and a proven track record in both sales and client service. She joins comScore Europe from TNS Theatrical Entertainment Services (TES), a member of the TNS Group of companies, where she managed international sales and operations, consulting with clients in the UK, France, Spain, Germany and Australia.

Previously, Ms. Gatignol honed her research expertise and client relationship skills as international sales manager for TNS Secodip, where she oversaw Pan-European ad tracking and developed an online ad tracking service in Europe. During her time at TNS Secodip, Ms. Gatignol consulted with clients in the media and advertising industries, including BBC Worldwide and CNN.

Earlier, as part of the advertising expenditure tracking group at TNS Secodip, Ms. Gatignol managed relationships with a portfolio of approximately 100 clients, including Procter & Gamble, Heineken, Leo Burnett, Prisma and France Television.

Ms. Gatignol earned a Masters degree from the Toulouse Graduate School of Management in France.

About comScore Europe

comScore Europe is an operating division of comScore Networks, the leader in digital media measurement. comScore Europe provides details of visitation, demographics and online buying power for Web site audiences across European, U.S. and global markets.

About comScore Networks

comScore Networks provides unparalleled insight into consumer behaviour and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behaviour, 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 behaviour and attitudes. comScore consultants 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 global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

Contact:

Andrew Lipsman

comScore Networks

(312) 775-6510

press@comscore.com