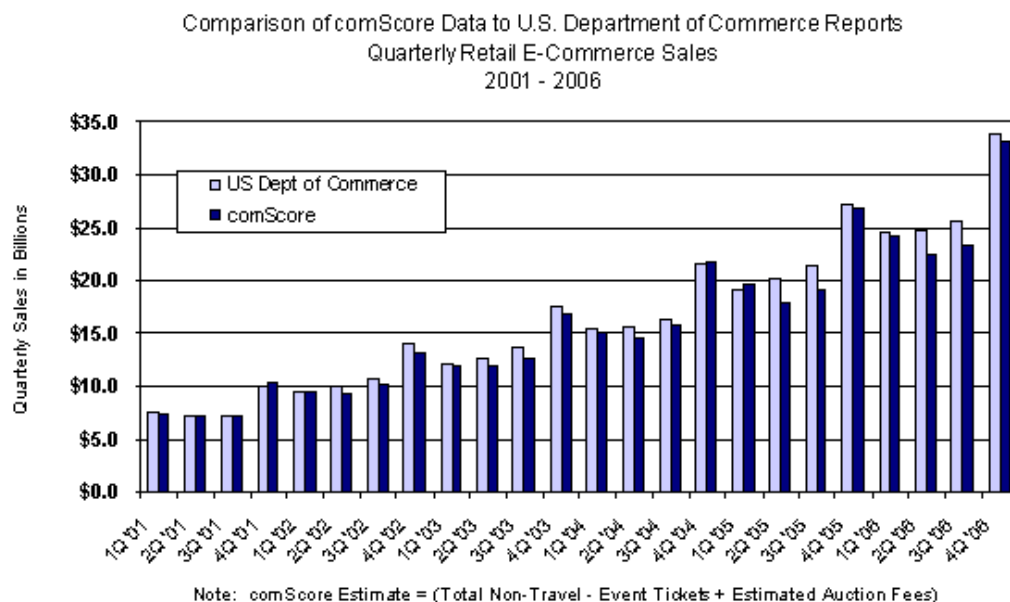


comScore Accurately Predicts Q4 2006 Retail E-Commerce Sales Within 3 Percent of U.S. Department Of Commerce Estimates

comScore Sales Data Available Six Weeks Before Commerce Department Report

RESTON, VA, March 5, 2007 – comScore Networks, a leader in measuring the digital age, today reported that its U.S. e-commerce sales estimates for the fourth quarter of 2006 were once again closely aligned with the U.S. Department of Commerce estimates. comScore data show that online non-travel ("retail") spending, excluding event tickets but including auction commissions, increased to \$33.1 billion during Q4 2006 versus the Department of Commerce's estimate of \$33.9 billion. comScore's fourth quarter e-commerce sales data were published during the first week of January 2007, a full six weeks before the Department of Commerce's February 16, 2007 release of its own estimates.



"comScore's track record of accuracy in measuring e-commerce sales is a testament to the representivity of the comScore panel and the quality of comScore's rigorous data collection processes," said Gian Fulgoni, chairman of comScore Networks. "With consumers' online spending now exceeding \$100 billion annually and still growing at a rate in excess of 25 percent per year, it's clear that e-commerce has come of age. And we are delighted to be one of the standards by which the online industry measures its performance."

About comScore Networks

comScore Networks is a global leader in measuring the digital age. 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 provides insight on a broad spectrum of behavior 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