



## **comScore Expands European Headquarters in London and Opens New Marketing Office in Paris**

**London, U.K., April 10, 2007** – comScore today announced that its European operations, headquartered in London, have committed to larger offices in Farringdon and have opened a marketing office in Paris, France to explore opportunities for new business in the French market. “As our European business has grown during the past 12 months, we have added staff and therefore need more space for our operations,” commented Bob Ivins, Managing Director of comScore Europe.

comScore’s new London location is 6-7 St. Cross Street, London, EC1N 8UA, and their Paris office is located at 17 Square Edouard VII, 75009, Paris.

### **About comScore**

comScore, Inc. 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 measures what matters across 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](http://www.comscore.com).

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