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comScore Appoints Aaron Feters as Senior Vice President of comScore Marketing Solutions

Digital Advertising and Market Research Veteran Brings Years of CPG Experience to comScore's CPG and Automotive Practices

RESTON, Va., Aug. 11, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a global media measurement and analytics company, today announced that Aaron Feters has joined comScore as Senior Vice President of Marketing Solutions. Based in Chicago, Mr. Feters will be responsible for leading the company's work with its consumer packaged goods (CPG) and automotive clients.



Mr. Feters has nearly 20 years of experience in the CPG industry, and has held previous positions at Kellogg Company and Procter and Gamble. Most recently he served as director of the Insights and Analytics Solutions Center at the Kellogg Company. In this role, he oversaw a broad marketing insights organization tasked with building leading-edge approaches in areas such as market mix modeling, advanced digital marketing analytics, and programmatic advertising.

"I am thrilled to welcome Aaron to comScore," said Manish Bhatia, comScore Executive Vice President and Chief Revenue Officer. "For years we had the privilege of working with him in his previous role at Kellogg Company, and are pleased that he'll now be bringing his extensive experience in digital advertising and market research to comScore clients. Aaron's deep-seated knowledge of and work with our industry at large makes him an invaluable asset to both our company and the brands we serve."

Mr. Feters has played an expanding leadership role within the digital advertising and market research industries over the years. He has held key positions and participated in speaking engagements with organizations such as Advertising Research Foundation (ARF), I-COM, iMedia, Association of National Advertisers (ANA), and Coalition for Innovative Media Measurement (CIMM).

The industry at large has recognized Mr. Feters for his achievements on multiple occasions. He was recently awarded the ARF Great Minds Game Changer Leadership award, and was named as one of Brand Innovators' "40 Under 40 Midwest" Class of 2014 and as one of the 2014 iMedia 25 Marketing Leaders and Innovators. He holds a B.S. from Miami University of Ohio.

About comScore

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global media measurement and analytics company that makes audiences and advertising more valuable. comScore helps media buyers and sellers understand and make decisions based on how consumers use different media, such as TV, video, mobile, desktop and more. Through its products and partnerships, comScore helps its more than 2,500 clients understand their audiences, know if their advertising is working, and access data where they want and need it. Please visit www.comscore.com to learn more.

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. Feters' leadership and abilities 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 June 30, 2015, comScore's Annual Report on Form 10-K for the period ended December 31, 2014 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.

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