

Online Retail Spending Surges on 'Green Monday' and Sets New Record With \$881 Million in Sales, Up 33 Percent Versus Year Ago

RESTON, Va., Dec 13, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an update of holiday season e-commerce spending for the first 41 days (November 1 -- December 11) of the November -- December 2007 holiday season. More than \$20 billion has been spent online during the season-to-date, marking a 19-percent gain versus the corresponding days last year. "Green Monday," a term recently coined by eBay to describe the second Monday in December as the heaviest online spending day of the season, may well live up to its lofty billing as U.S. online retail spending on December 10 reached \$881 million (up 33 percent versus last year), setting a record as the heaviest online spending day in history.

2007 Holiday Season To Date vs. Corresponding Days* in 2006
 Non-Travel (Retail) Spending
 Excludes Auctions and Large Corporate Purchases
 Total U.S. -- Home/Work/University Locations
 Source: comScore, Inc.

Holiday Season to Date	Billions (\$)		Pct Change
	2006	2007	
November 1 -- December 11	\$15.94	\$20.49	19%
Thanksgiving Day (November 22)	\$0.21	\$0.27	29%
"Black Friday" (November 23)	\$0.43	\$0.53	22%
"Cyber Monday" (November 26)	\$0.61	\$0.73	21%
"Green Monday" (December 10)	\$0.66	\$0.88	33%

* Corresponding Shopping Days, Not Calendar Days

"Online spending is following the pattern it first established last year, namely an accelerating growth rate as the season progresses," said comScore Chairman Gian Fulgoni. "Consumers are clearly responding positively to the enticing promotions and discounts being offered by retailers this year, and spending is currently on track to meet our forecast of \$29.5 billion for the season."

Top 5 Online Spending Days for Holiday Season-to-Date

Through the first 41 days of the online holiday shopping season, three individual shopping days have surpassed \$800 million in sales, led by Monday, December 10 ("Green Monday") with \$881 million, followed by Tuesday, December 11 with \$819 million and Thursday, December 6 with \$803 million. Wednesday, December 5 came in just shy of that threshold with \$798 million in spending.

Top 5 Online Spending Days to Date
 Non-Travel (Retail) Spending
 Excludes Auctions and Large Corporate Purchases
 November 1 -- December 11, 2007
 Total U.S. -- Home/Work/University Locations
 Source: comScore, Inc.

Day	Dollars Spent (\$ Millions)
Monday, December 10	\$880.8
Tuesday, December 11	\$818.6
Thursday, December 6	\$802.6

Wednesday, December 5 \$797.7
Tuesday, December 4 \$776.2

comScore 2007 Retail E-Commerce Forecast

Online Non-Travel (Retail) Holiday Consumer Spending
Excludes Auctions and Large Corporate Purchases
Total U.S. -- Home/Work/University Locations
Source: comScore, Inc.

	Billions (\$)		Pct Change
	2006	2007	
January -- October	\$77.5	\$93.6	21%
Holiday Season (Nov-Dec)	\$24.6	\$29.5*	20%*

*comScore forecast

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. 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 analysts 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 more than 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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