



## **comScore Is Named the Fastest Growing of the 34 Largest Global Market Research Firms**

### **comScore Global Revenue Grew 463 Percent Over the Past Five Years, Three Times the Rate of the Next Fastest Growing Company**

RESTON, Va., Sept 24, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that it was recently recognized as the fastest growing global market research firm in the 12th annual Inside Research report on growth rates of the world's largest market research firms. With \$87 million in revenues in 2007, comScore posted a five-year revenue growth rate of 463 percent, triple that of the second fastest-growing company on the list.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

The next fastest-growing competitors, Market Probe Inc. and Direction Research Inc., posted growth rates of 154 percent and 116 percent, respectively. The average growth rate for all firms listed was 57 percent during the five year span, or approximately 9 percent on an annualized basis. comScore's compound annual growth rate for the period was 41 percent per year.

"The recognition of comScore by Inside Research as the fastest-growing global research firm over the past five years is a reflection of the millions of hours of hard work that comScorians have put into building the company into what it is today," said Magid Abraham, President and CEO of comScore. "It is also a testament to the value of the market intelligence that comScore provides to over 1,100 companies who are navigating and deriving benefit from the rapidly evolving digital landscape every day. comScore's commitment to cutting-edge innovation remains a cornerstone of our business strategy as we look to continue our exceptional growth."

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit <http://www.comscore.com/boilerplate>.

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