



'The comScore Industry Report: A Review of Online Consumer Spending in Q1 2008' is Now Available for Purchase

Report Analyzes Changes in Consumers' Online Retail Spending Patterns in the Current US Economy

RESTON, Va., April 17, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the availability of "The comScore Industry Report: A Review of Online Consumer Spending in Q1 2008," the first in a series of four quarterly reports focused on the state of the online retail sector in 2008. The report is available for purchase starting today and will begin shipping on May 1.

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

"With the US economy staring down a recession and consumer confidence on the wane, a variety of companies are focused on how consumers' spending patterns are changing and what this means to their businesses," said Gian Fulgoni, comScore co-Founder and Chairman. "The insights included in the report will be critical to the development of effective marketing strategies in these challenging economic times."

Key report highlights include:

- An overview of changes in consumers' online spending patterns from 2007 through the first quarter of 2008
- Analysis of spending across twenty key product categories
- Insights into dollar spending, conversion, buying frequency and average order value
- Analysis of differences in performance across retailer segments, including multi-channel versus pure-play, high-end versus low-end and comparisons across specialty stores, department stores, and mass merchants
- Detailed traffic and engagement data for more than 200 individual online retailers
- Review of consumer spending by demographic segments
- Analysis of the impact of search and comparison shopping sites on e-commerce spending
- Consumer sentiments regarding the economy, including future spending expectations and plans for the use of their tax rebates.

The report is priced at \$4,999 for the first copy and \$999 for each additional copy shipped to the same address. Orders placed by May 1 will receive a 10 percent discount on the first copy. Interested buyers may pre-purchase each of the four quarterly reports for a total discounted rate of \$17,500. Reports can be purchased online at <http://www.comscore.com/retailreports>.

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 nearly 900 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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