

U.S. Retail E-Commerce Sales in October 2007 Grow 19 Percent Versus Last Year

Video Games, Consoles & Accessories Continue to Post Strong Growth

RESTON, Va., Nov 13, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released U.S. e-commerce spending figures for October 2007, showing that retail e-commerce increased 19 percent versus year ago to nearly \$10 billion.

October U.S. E-Commerce Spending
 Excludes Auctions and Large Corporate Purchases
 October 2007 vs. October 2006
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

	Oct 2006 (MM)	Oct 2007 (MM)	Percent Change
Total	\$14,428	\$16,476	14%
Non-Travel (Retail)	\$8,404	\$9,964	19%
Travel	\$6,024	\$6,513	8%

The October growth rate marked a slight decline from the growth rates observed earlier in the year. In particular, retail e-commerce sales year-to-date through September grew at approximately 21 percent, meaning that the 19-percent growth in October represented a slightly softer-than-average month.

Year-to-Date U.S. E-Commerce Spending
 Excludes Auctions and Large Corporate Purchases
 Jan-Oct 2007 vs. Jan-Oct 2006
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

	Jan-Oct 2006 (MM)	Jan-Oct 2007 (MM)	Percent Change
Total	\$136,483	\$159,802	17%
Non-Travel (Retail)	\$77,524	\$93,551	21%
Travel	\$58,958	\$66,252	12%

"October e-commerce activity often gives us a glimpse of what to expect during the holiday season," said comScore Chairman Gian Fulgoni. "That online sales growth rates diminished slightly in October is not entirely unexpected, as many consumers are feeling the pinch of ballooning mortgages and gas prices, coupled with a decline in housing values. Even the rapidly growing online commerce sector appears to not be immune from these economic realities."

What's Hot in the Pre-Holiday Shopping Season?

The video games, consoles & accessories category posted the strongest gains in October versus last year, jumping 264 percent, as sales of Nintendo Wii and Sony PlayStation consoles and accessories, as well as popular video game Halo 3, continued to drive growth in the category. Furniture, appliances & equipment also experienced a strong month, growing 105 percent versus last year, followed by computer software (up 76 percent) and event tickets (up 43 percent). Meanwhile, apparel & accessories, one of the largest online retail categories, grew just 5 percent in October.

Top Gaining Online Retail Categories
 Excludes Auctions and Large Corporate Purchases

October 2007 vs. October 2006
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

Retail Category	Percent Change (October 2007 vs. October 2006)
Video Games, Consoles & Accessories	264%
Furniture, Appliances & Equipment	105%
Computer Software (Excl. PC Games)	76%
Event Tickets	43%
Jewelry & Watches	26%

"Soft online apparel sales in October mirror reports of declining same-store sales figures in retail apparel, as unseasonably warm weather across many part of the country appeared to dampen consumer demand," continued Mr. Fulgoni. "Excluding apparel from our analysis, online retail sales actually grew at a healthier 22-percent rate. Assuming that apparel sales rebound during November and December, this suggests that 2007 may well see another merry Christmas for online retailers."

comScore will be publishing its first look at holiday season e-commerce spending figures next week and will continue with twice weekly updates throughout the season.

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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