



## Marvin J. Pollack Joins comScore as Head of Marketing Communications

CHICAGO, May 31, 2007 – comScore, a leader in measuring the digital world, today announced the appointment of Marvin J. Pollack as senior vice president of marketing communications.

An experienced marketing executive, Mr. Pollack brings to comScore a broad base of knowledge of how to build successful brands, especially in helping rapidly growing companies to achieve higher levels of awareness. Mr. Pollack's experience with multi-national businesses, including consumer packaged goods, services, and business-to-business enterprises will help support comScore's growth as it continues to expand its operations in the U.S. and internationally.

Mr. Pollack will be responsible for public relations, marketing materials, marketing communications, trade shows, and the company's Web site.

Most recently, Mr. Pollack was vice president, corporate communications for Océ, a global provider of digital printing solutions, where he was instrumental in combining advanced database management capabilities with innovative email and web-based marketing promotional techniques. Previously, he spent several years developing branding and promotion programs for Hyatt Hotels, Midway and then ATA Airlines. He began his career at Leo Burnett Advertising, rising through a number of media planning and client service roles, focusing on consumer packaged goods accounts.

"With comScore's rapid growth and the increased importance of digital marketing, we wanted to add an accomplished marketing and communications professional to help elevate our communications with our customers, our prospects, and the general interactive marketing community. Marv brings a strong combination of classical marketing skills and online marketing experience," commented Gian Fulgoni, Chairman of comScore, Inc.

Mr. Pollack earned a Masters of Business Administration from Stanford Graduate School of Business and a Bachelor of Arts degree in economics from Princeton University.

### About comScore

comScore, Inc. 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 consultants 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 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

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