



comScore Executive Chairman and Co-Founder Gian Fulgoni Will Be Moderating Public Session Entitled, 'Online is the New Primetime' at the 54th Annual ARF Convention & Expo
Presentation Includes a Panel Discussion with Leading Industry Experts from Top Companies on the Latest Trends in Internet Advertising
MEDIA ADVISORY For March 31, 2008

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What: comScore Executive Chairman and co-Founder Gian Fulgoni will be moderating a panel discussion called, Online is the New Primetime, as part of Re: Think 2008, the 54th Annual ARF Convention & Expo. During the two-hour public session, leading industry experts will share the latest insights into the migration of ads online, while discussing the challenges and opportunities advertisers are facing as they re-invent the way they reach customers through the online channel.

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

The session is free and open to media, even those not registered for the ARF conference. To gain admission, please visit http://www.comscore.com/request/Online_New_PrimeTime.asp so you can download the event ticket. Print and fill out the form and bring it with you to the ARF registration area. Please also RSVP by replying to avollman@comscore.com.

Who: Moderator:
Gian Fulgoni, Executive Chairman and co-Founder, comScore, Inc.

Panelists:
Peter Daboll, Chief of Insights, Yahoo!
Lee Doyle, CEO, Mediaedge: cia North America
Ash ElDifrawi, Chief Marketing Officer, Netshops formerly Director, Brand Advertising, Google/YouTube
Stephen Kim, Global Marketing Director, Microsoft Digital
Ted McConnell, Director, Interactive Marketing and Innovation, P&G

Where: New York Marriott Marquis 8th floor, Manhattan Ballroom
1535 Broadway New York, NY 10036

When: Monday, March 31, 2008 from 3 to 5 pm ET

About comScore

comScore, Inc. is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>.

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