



Catalina Marketing Corporation Selects comScore Networks as BAR

Catalina Marketing Corporation Selects comScore Networks as BAR® Licensing Partner

ST. PETERSBURG, Fla., March 15, 2005 -- Catalina Marketing Corporation (NYSE: POS), the global leader in behavior-based marketing, today announced that it has partnered with comScore Networks to offer clients its Behavior Activated Research(R) (BAR(R)) solution. The partnership is designed to leverage the value of the Catalina Marketing Network(R) and offer marketers new opportunities to better understand consumers.

"BAR(R) will allow us to effectively pre-qualify and reach potential research participants based on their actual in-store purchase behavior, and deliver a personalized survey invitation via the Catalina Marketing Network(R)," said Gian Fulgoni, chairman of comScore Networks. "We are very excited to be offering such an innovative product that delivers deep insight into consumer behavior and attitudes, providing our consumer packaged goods and pharmaceutical clients with the highly targeted knowledge they need to make decisions quickly and confidently."

comScore provides syndicated and customized research services to more than 450 clients, including many of the world's most sophisticated manufacturers and retailers.

"comScore's deep CPG industry knowledge and market research expertise makes it an ideal partner for Catalina's BAR(R) technology," said Dick Buell, chief executive officer of Catalina Marketing Corporation. "We expect this relationship will create a strong product and service offering that will yield significant value for both parties."

Catalina Marketing Corporation will continue to offer packaged goods manufacturers its New Product Response SystemSM (NPRS), which uses a combination of behavioral and attitudinal data to optimize new product launches. NPRS uses consumer purchase data to identify consumer segments critical for the new product's success. New product trial and repeat behavior exhibited by the segments is monitored and reported. Attitudinal insights, directly related to the observed trial and repeat behavior, are gathered using BAR(R) technology. Within weeks of product launch, actionable insight is available, providing manufacturers with flexibility to adjust their product or communications strategies while still in the launch phase.

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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 patent-pending 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. For more information, please visit www.comscore.com.

About Catalina Marketing Corporation

Based in St. Petersburg, Fla., Catalina Marketing Corporation (<http://www.catalinamarketing.com>) was founded 20 years ago on the concept that targeted communications, based on actual purchase behavior, would generate more effective consumer response. Today, Catalina Marketing combines unparalleled insight into consumer behavior with dynamic consumer access. This combination of insight and access provides marketers with the ability to execute behavior-based marketing programs, ensuring that the right consumer receives the right message at exactly the right time. Catalina Marketing offers an array of behavior-based promotional messaging, loyalty programs and direct-to-patient information. Personally identifiable data that may be collected from the company's targeted marketing programs, as well as its research programs, are never sold or given to any outside party without the express permission of the consumer.

Certain statements in the preceding paragraphs are forward-looking, and actual results may differ materially. Statements not based on historic facts involve risks and uncertainties, including, but not limited to, the changing market for promotional activities, especially as it relates to policies and programs of packaged goods and pharmaceutical manufacturers and retailers, government and regulatory statutes, rules, regulations and policies, the effect of economic and competitive conditions and seasonal variations, actual promotional activities and programs with the company's customers, the pace of installation of the company's store network, the success of new services and businesses and the pace of their implementation, the company's ability to maintain favorable client relationships, the outcome and impact of an ongoing SEC investigation into certain of the company's prior fiscal years, and the outcome and impact of the pending shareholder class action and derivative lawsuits.

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