

Third Quarter U.S. Retail E-Commerce Grows 23 Percent Versus Last Year

Online Sales of Toys Surge in the Face of Product Recalls

RESTON, Va., Oct 25, 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 the third quarter of 2007, showing that retail e-commerce increased 23 percent versus year ago to \$28.4 billion.

Third Quarter U.S. E-Commerce Spending
Excludes Auctions and Large Corporate
Purchases
Q3 2007 vs. Q3 2006
Total U.S. - Home/Work/University
Locations
Source: comScore

	Q3 2006 (MM)	Q3 2007 (MM)	Percent Change
Total	\$41,290	\$48,596	18 %
Non-Travel (Retail)	\$23,050	\$28,441	23 %
Travel	\$18,240	\$20,155	11 %

"Online retail spending continues to grow at rates in excess of 20 percent year-over-year, which suggests that the market is still far from maturity," said comScore Chairman Gian Fulgoni. "Even online travel commerce, which is a more developed market, continues to experience double-digit gains."

Total U.S. E-Commerce to Reach \$200 Billion in 2007

During the first nine months of 2007, total e-commerce spending surpassed \$143 billion, putting it on pace to reach \$200 billion by the end of the year. Retail e-commerce accounted for nearly \$84 billion, or 58 percent of the total, while online travel spending came in just shy of \$60 billion.

Year-to-Date U.S. E-Commerce Spending
Excludes Auctions and Large Corporate
Purchases
Q1-Q3 2007 vs. Q1-Q3 2006
Total U.S. - Home/Work/University
Locations
Source: comScore

	Q1 - Q3 2006 (MM)	Q1 - Q3 2007 (MM)	Percent Change
Total	\$122,055	\$143,326	17 %
Non-Travel (Retail)	\$69,120	\$83,587	21 %
Travel	\$52,935	\$59,739	13 %

Video Games, Consoles & Accessories Continue Torrid Sales Online

Video games, consoles & accessories continues to be the hottest retail category, nearly tripling its online sales from last year on the strength of Nintendo Wii and Sony PlayStation 3-related sales. Consumer electronics was the second-fastest growing

category in Q3 (up 58 percent), with high definition and flat screen TVs helping move the needle. It appears that recalls and reports of potentially harmful toy products manufactured in Asia may be accelerating sales of new toys online, since the toys & hobbies category ranked as the third fastest growing category (up 57 percent) during the quarter.

Top Gaining Online Retail Categories
Excludes Auctions and Large Corporate
Purchases
Q3 2007 vs. Q3 2006
Total U.S. - Home/Work/University
Locations
Source: comScore

Retail Category	Percent Change (Q3 2007 vs. Q3 2006)
Video Games, Consoles & Accessories	199 %
Consumer Electronics (excl. PC Peripherals)	58 %
Toys & Hobbies	57 %
Event Tickets	54 %
Books & Magazines	48 %
Furniture, Appliances & Equipment	47 %
Home & Garden	31 %
Music, Movies & Videos	31 %
Jewelry & Watches	21 %
Sport & Fitness	20 %
Apparel & Accessories	11 %

"Despite the negative publicity of toy recalls, the third quarter saw robust growth for online toy sales," continued Mr. Fulgoni. "Given some of the uncertainty surrounding the holiday season, it's possible that consumers were responding to fears of toy shortages and making their purchases early. In addition, it could be that consumers were replacing recalled toys with other new toys. We'll be closely monitoring growth rates in the fourth quarter to see if these positive trends continue, or if what we're seeing is simply a short-term reaction to the recalls."

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 700 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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