



comScore Ranked as Fastest Growing Company Among 20 Largest Global Market Research Firms

comScore Global Revenue Grew 32 Percent in 2007

RESTON, Va., Aug 13, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that it was recently recognized in the 35th annual Honomichl rankings as the 16th largest U.S. market research firm, and the 20th largest firm globally. The ranking, published in Marketing News, a journal of the American Marketing Association, ranked the top 50 U.S. and top 25 global market research firms based on their 2007 revenues. comScore ascended two positions in this year's U.S. ranking and one position in the global ranking.

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

In 2007, comScore domestic revenue grew 26 percent to \$77 million, while global revenue climbed 32 percent to \$87 million. In each case, comScore revenue growth significantly outpaced all higher ranking research firms. Since its inception in 1999, comScore has rapidly grown into one of the world's leading research firms and a premier provider of digital marketing intelligence.

"We are very pleased to once again be recognized for our growth and position among the largest market research firms in the world," said Magid Abraham, President and CEO of comScore. "To be ranked as the 16th largest firm in the U.S. and 20th worldwide is quite an achievement for such a young company. Our continued innovations and commitment to the highest quality research have helped make us one of the acknowledged leaders in our industry and now a successful public company. We look forward to building on our successes and continuing to drive growth in our clients' businesses as they leverage the power of digital marketing."

About comScore

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

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX