



comScore Co-Founder and Chairman Gian Fulgoni Inducted Into Chicago Area Entrepreneurship Hall of Fame

CHICAGO, March 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the induction of Gian Fulgoni, comScore Co-Founder and Chairman, into the Chicago Area Entrepreneurship Hall of Fame on March 12, 2008. The award was presented at a dinner held at the Chicago Hilton and Towers and attended by 500 guests.

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

From 1981 to 1998 Mr. Fulgoni served as president and CEO of Information Resources, Inc., the international market research company. In 1991, Mr. Fulgoni was named Illinois Entrepreneur of the Year for his efforts in guiding the development of IRI's InfoScan service and was the recipient of the award again in 2004 for his efforts in co-founding and building comScore. He is the only person to have won the award twice.

Since 1985, the Chicago Area Entrepreneurship Hall of Fame has recognized innovative business leaders in Chicago's seven-county area. Each year, the Hall of Fame inducts distinguished entrepreneurs who have demonstrated entrepreneurial spirit and business talent by founding or growing their respective business. Previous inductees have included Leonard Lavin, founder of Alberto-Culver Company, Robert W. Galvin, Chairman Emeritus of Motorola, Inc. and Gordon Segal founder of Crate & Barrel.

The Entrepreneurship Hall of Fame is organized by the University of Illinois at Chicago Institute for Entrepreneurial Studies, which was founded in 1982. The Institute is one of the leading entrepreneurial research and professional organizations in the United States.

About comScore

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

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