



comScore Networks Announces the Appointment of Media Industry Veteran as Part of Continued Expansion of Media and Entertainment Research Capabilities

Samantha Voisin Named Vice President of Media and Entertainment Solutions

RESTON, Va., January 30, 2006 - comScore Networks, a leading provider of market research and consulting services, today announced the appointment of Samantha Voisin to the position of vice president of media/ entertainment solutions in Los Angeles. In this position, Ms. Voisin is responsible for the provision of comScore's analytical and consulting solutions for key clients in the media and entertainment industries.

"comScore continues to expand our capabilities as the exclusive provider for measurement of new interactive advertising formats, including streaming video and audio," said Erin Hunter, senior vice president, media and entertainment solutions at comScore Networks. "Samantha's expertise in traditional and online advertising will aid our clients in understanding how to effectively employ these innovative advertising formats."

Ms. Voisin brings to comScore 20 years of experience in the advertising industry, including nine years of management expertise in interactive advertising. She joins comScore from iVillage, where she consulted with more than 50 leading advertising agencies and clients on interactive advertising and marketing strategies.

Previously, Ms. Voisin honed her interactive expertise managing the Western region for Eyeblaster, a leading provider of rich media advertising technology. At Initiative Media she directed online media planning and buying for their Los Angeles office.

She began her career in media planning at J. Walter Thompson and Lintas: Campbell-Ewald consulting with clients in multiple industries including Princess Cruises, American Savings Bank and GM Dealer Association.

About the comScore Media and Entertainment Solutions Practice

The comScore Media and Entertainment Marketing Solutions group harnesses the power of the firm's global online consumer panel to provide an unparalleled level of insight into consumer behavior and attitudes related to these industries. Through its proprietary technology comScore helps leading media and entertainment firms understand new digital distribution models, quantify the impact of the Internet on their businesses, understand trends in consumer video and audio streaming, and develop strategies that deliver superior ROI.

comScore Media and Entertainment consultants provide focused analyses and market intelligence to reveal competitive threats and opportunities, help clients plan effective media, and truly understand key customer segments. comScore clients include leading portals, advertising agencies, studios, music marketers, search engines, and publishers.

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 proprietary 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. comScore services are used by global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Orbitz. For more information, please visit www.comscore.com.

Contact:

Andrew Lipsman

comScore Networks

(312) 775-6510

press@comscore.com