



## **comScore Announces Recent Appointments of Anne Hunter as Vice President of Advertising Effectiveness Products and Daryl McNutt as Vice President of Marketing Solutions, Media**

### **New Hires Underscore comScore's Commitment to Leadership in Digital Media and Advertising Effectiveness**

RESTON, Va., Aug 28, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the appointment of Anne Hunter as vice president of advertising effectiveness products and Daryl McNutt as vice president of comScore Marketing Solutions, Media. The two industry veterans together bring more than two decades of digital media experience to their new roles at comScore.

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

Anne Hunter was appointed vice president of advertising effectiveness products and joins comScore with more than 13 years of experience in the industry. Most recently, Ms. Hunter served as vice president of strategic insights at AOL, LLC where she successfully integrated sales strategy and research staff from multiple companies to form a cohesive Platform-A team. Prior to that Ms. Hunter served as vice president of data and analysis at Tacoda, Inc. where she doubled renewals by creating profitable sales analyses for clients such as Kraft, Cadbury, Coca-Cola and General Mills. Ms. Hunter has also held positions at 24/7 Real Media Inc. as director of advertising sales and operations, and Hearst New Media and Technology, Inc. as associate manager of advertising. She attended Barnard College of Columbia University.

Daryl McNutt was appointed vice president of comScore Marketing Solutions, Media. Prior to joining comScore, Mr. McNutt was the vice president of client services for Specific Media where he handled business intelligence strategy and related technology services, focusing on the company's analytical applications and data intelligence. Mr. McNutt also served as vice president of marketing planning and analysis for PhotoWorks where he was responsible for forecasting, marketing and business intelligence operations. Before joining PhotoWorks, Daryl served as the analytical data manager for the Seattle Times. McNutt holds a B.S. degree from the University of Wisconsin at Madison.

Dr. Magid Abraham, President & CEO of comScore, said, "We are excited to have Anne and Daryl join comScore and are eager to leverage their extensive industry expertise to strengthen comScore's leadership in digital media and advertising effectiveness. The addition of these talented individuals further demonstrates comScore's commitment to cultivating the brightest minds in the industry to help our clients optimize their digital business performance."

#### About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and the preferred source of digital marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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