



comScore President and CEO Dr. Magid M. Abraham to Speak at World Economic Forum's Annual Meeting of the New Champions

RESTON, Va., Sept 11, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that Dr. Magid M. Abraham, President, CEO and co-founder of comScore, will speak at the World Economic Forum's Annual Meeting of the New Champions held in Dalian, People's Republic of China from September 10 -12.

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

With the theme "Summer Davos in Asia: Relaunching Growth," the Annual Meeting of the New Champions will bring together more than 1,300 industry, government and thought leaders to debate and define the course needed to relaunch growth and address the global economic recovery linked with sustainable development.

"comScore is pleased to be a part of these critically important discussions that bring together leading minds from across industries and geographies to focus on the blueprint for relaunching growth amid the current global economic environment," said Dr. Abraham. "As we look to the future, we believe that innovation, entrepreneurship and technology will be crucial to the long-term recovery of individual and global markets."

Dr. Abraham will be a discussion leader for the workshop Pioneers to Pitches: Taking Innovation to Market on Saturday, September 12 at 2:00 p.m. The workshop will focus on cutting-edge innovations shaping business and communities around the globe.

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. In an independent survey of 800 of the most influential publishers, advertising agencies and advertisers conducted by William Blair & Company in January 2009, comScore was rated the most preferred online audience measurement service by 50% of respondents, a full 25 points ahead of its nearest competitor. comScore's capabilities are based on a massive, global cross-section of approximately 2 million Internet users 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 gathers and integrates their attitudes and intentions. Using its proprietary technology, comScore measures what matters across a broad spectrum of digital behavior and attitudes, helping clients design more powerful marketing strategies that deliver superior ROI. With its recent acquisition of M:Metrics, comScore is also a leading source of data on mobile usage. comScore services are used by more than 1,100 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, the University of Chicago, Verizon Services Group and ViaMichelin. For more information, please visit www.comscore.com

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