



## comScore Networks Announces the Appointment of CPG Industry Veterans as Part of Continued Expansion of CPG Research Capabilities

### Retail, Technology Services Also Bolstered By New Hire

**RESTON, Va., Nov. 16, 2004** - comScore Networks, a leading provider of market research and consulting services, has announced the hiring of Joe Famalette and John Golanty as part the company's continued expansion of its Consumer Packaged Goods (CPG) Marketing Solutions group.

comScore CPG Marketing Solutions harness the power of comScore's global online consumer panel, as well as its Behavior Activated Research (BAR(R)) capability operated in conjunction with Catalina Marketing (POS: NYSE). Collectively, these proprietary technologies now enable comScore and its clients to conduct research across a base of more than 70 million households.

The following are career summaries of comScore's newest team members:

- **Joe Famalette** joins comScore as vice president of sales for the CPG Marketing Solutions group. He brings more than 30 years of management and executive experience in the CPG industry, through senior posts at Classic Foods, Tri-Valley Growers, American Sugar Crystal Company, International Multifoods, Continental Grain Co., and Pepperidge Farms. Joe joins comScore from MarketTools, an Internet research firm, where he served as vice president of sales and new business development.

- **John Golanty** has been appointed vice president of client services, CPG Marketing Solutions at comScore Networks. He brings more than 35 years of CPG industry experience in advertising, marketing consulting and research, including specific expertise in survey research, forecasting and modeling. John began his career in forecasting positions at Leo Burnett and Information Resources, Inc. More recently, he served as president of Conway/Milliken, the research firm which was acquired by Research International, a division of WPP.

Both additions to the CPG team report to Charles Pearson, senior vice president of CPG Marketing Solutions. John is based in comScore's Chicago office and Joe will be based in the firm's Reston, VA headquarters.

To learn more about comScore CPG Marketing Solutions, please visit [www.comscore.com](http://www.comscore.com) or e-mail [cpgsolutions@comscore.com](mailto:cpgsolutions@comscore.com).

### Miniati Joins comScore As Vice President of Technology, Retail

comScore Networks has also announced the appointment of John Miniati as vice president of Retail and Technology Solutions.

John brings to comScore more than 14 years of experience in the retail and technology sectors. He has led product development and e-commerce efforts for Hewlett Packard and the Walt Disney Internet Group. His technology experience has been enhanced by work with OmniSky, Inc. and Saravega, Inc., both pioneers in Internet-based products and networking.

Miniati joins comScore from Lexis-Nexis where he served as director of product management for their Interface Software division. Based in comScore's Chicago office, Miniati reports to Gian Fulgoni, Chairman and Co-Founder of comScore Networks.

#### 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 patent-pending 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, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, Bank of America, Universal McCann, the United States Postal Service, GlaxoSmithKline and Orbitz. For more information, please visit [www.comscore.com](http://www.comscore.com).

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