



comScore Networks Acquires SurveySite

Union of Industry Pioneers to Further comScore's Leadership in Custom Market Research

RESTON, Va., Feb. 3, 2005- comScore Networks today announced it has acquired SurveySite, Inc., a leading provider of full service custom research to leading global marketers. Founded in 1996, SurveySite is a recognized pioneer in market research conducted via the Internet. The SurveySite organization, based in Toronto, will operate as a division of comScore Networks under the name comScore SurveySite. Effective immediately, Jeff Hohner, president of SurveySite, will assume the position of president, comScore SurveySite.

SurveySite has extensive experience across a range of industries including financial services, telecommunications, computer hardware and software, retail, consumer electronics, consumer packaged goods, pharmaceuticals, entertainment, government and automotive. SurveySite's roster of global, industry-leading clients includes Microsoft*, Dell, Target, ABN AMRO, Pfizer Consumer Healthcare, Scotiabank, Procter & Gamble and many more.

"comScore and SurveySite share a commitment to deliver unmatched insight, value and service to our clients, while constantly raising the bar of innovation in our industry," said Magid Abraham, Ph.D., president and CEO of comScore Networks. "The addition of SurveySite's talented team and outstanding family of clients will further accelerate comScore's rapid growth in custom research that addresses business issues across all marketing channels."

comScore's custom research teams, including comScoreQ2 and comScore SurveySite, are ideally positioned to provide clients with the benefit of Internet-based research, which can be conducted faster and more efficiently than traditional methods such as the telephone or direct mail. In fact, industry estimates show that survey research is moving online at a rapid rate: online research spending grew 22 percent from 2003 to 2004, and is expected to account for 29 percent of approximately \$3.0 billion to be spent on survey research in the U.S. in 2005 (Source: Inside Research, January 2005).

"We're delighted to join forces with comScore," said Jeff Hohner, president of comScore SurveySite. "The ability to connect attitudes, opinions and actual behavior to understand consumers remains a powerful proposition to marketers, and we look forward to delivering the value of this unique, integrated research to our clients in the U.S., Canada and beyond."

* For additional information, see <http://www.microsoft.com/presspass/press/2004/jul04/07-15VendorAwards2004PR.asp>.

For additional information about SurveySite and other comScore custom research services, please contact info@comscore.com.

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, 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.

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