



Why Google's Surprising Paid Click Data Are Less Surprising

RESTON, Va., Feb 29, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore CEO and Co-Founder Dr. Magid Abraham and James Lamberti, SVP Media and Search, jointly posted a blog entry this morning entitled, "Why Google's Surprising Paid Click Data are Less Surprising," providing their analysis of the comScore paid click information released to clients earlier this week.

The blog entry is available at

http://www.comscore.com/blog/google_paid_click_data.html

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