



Lynn Bolger Returns to comScore as EVP of Advertising Solutions

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comScore (Nasdaq: SCOR), a leader in measuring the digital world, today announced the return of Lynn Bolger to comScore as executive vice president of comScore Advertising Solutions, where she will focus her efforts on helping comScore's clients maximize the return from their investments in digital marketing.

Most recently, Ms. Bolger served as VP of Advertising and Sales Research at Yahoo!, where she was responsible for all media and market research in support of search and advertising sales and the development of strategic insights to enhance the positioning, packaging and value of Yahoo!'s advertising products.

Prior to joining Yahoo!, Ms. Bolger spent four years at comScore where she succeeded in significantly increasing the use of comScore's online media research products and services by the advertising agency community. Success required intimate knowledge of the media decision-making process, and how the right data and tools could enhance that process for both buyers and sellers. When Ms. Bolger began her original tenure at comScore, the company had just a handful of agency clients; when she left, scores of agencies, including many of the largest digital advertising agencies, had contractually committed to the use of comScore's Media Metrix data and the company's related media planning and analysis tools.

Ms. Bolger's career includes more than 20 years of agency experience. She headed the online media practice at Initiative Media and Ammirati Puris Lintas, both of which were a part of the Interpublic Group of Companies. She has worked directly in "new" media since 1992, when she chaired a Worldwide Task Force on New Electronic Media for FCB and then went on to be Media Director for FCB's first interactive media unit. In her early years, Ms. Bolger held media research and planning positions at major agencies, working on accounts such as BMW, Compaq, Campbell Soup Company, Frito Lay and Avis.

Ms. Bolger is a recognized leader in the online media industry. She has served extensively on committees of the Internet Advertising Bureau, the Advertising Research Foundation and the Association of American Advertising Agencies and she speaks frequently at industry events.

"We're thrilled to have Lynn Bolger back on our team at comScore," said Magid Abraham, CEO of comScore. "Lynn's proven track record of success, extensive agency experience and industry expertise make her the ideal leader of comScore's Advertising Solutions business. Lynn has been a key contributor to comScore's success, and we look forward to her building on her legacy at comScore by delivering superior results to our clients who seek to increase the ROI from their marketing investments."

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers 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 captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts 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 more than 700 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, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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