



comScore Reports Q1 2009 U.S. Retail E-Commerce Spending Growth Flat Versus Year Ago

--comScore Chairman Gian Fulgoni to Present Update on Q1 2009 E-Commerce Trends in Upcoming Webinar

RESTON, Va., May 7, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its Q1 2009 retail e-commerce sales estimates, which showed that online retail spending remained flat versus year ago.

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

Retail E-Commerce (Non-Travel) Growth Rates
Excludes Auctions, Autos and Large Corporate Purchases
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

Quarter	Y/Y Percent Change
Q1 2007	17%
Q2 2007	23%
Q3 2007	23%
Q4 2007	19%
Q1 2008	11%
Q2 2008	13%
Q3 2008	6%
Q4 2008	-3%
Q1 2009	0%

"Although online retail spending growth was flat in the first quarter, this does represent a slight improvement over the disappointing fourth quarter," said comScore chairman Gian Fulgoni. "These results would appear to indicate that the economy is finally exhibiting some signs of stability, and with consumer confidence beginning to improve, I'm optimistic that the online channel is poised for a return to positive growth in the second half of 2009."

Join Mr. Fulgoni as he presents an update of the state of the U.S. online retail economy through Q1 2009 in a complimentary, live webinar on Thursday, May 14 at 2:00 PM EDT/1:00 PM CDT. Webinar registration details are below.

Fastest Growing Product Categories in Q1 2009

The fastest-growing category in Q1 2009 was Sport & Fitness, which continues to grow as consumers demonstrate a willingness to purchase major fitness equipment, such as treadmills and stationary bikes, online. Books & Magazines grew 19 percent, followed by Video Games, Consoles & Accessories (12 percent) and Computer Software (12 percent).

Fastest Growing Retail E-Commerce Categories
Excludes Auctions and Large Corporate Purchases
Q1 2009 vs. Q1 2008
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

Retail Category	Percent Change in Category Dollar Sales
Sport & Fitness	23%
Books & Magazines	19%
Video Games, Consoles & Accessories	12%
Computer Software (excl. PC Games)	12%
Home & Garden	1%

Webinar Series: State of the U.S. Online Retail Economy through Q1 2009

The webinar presentation will include an overview of changes in consumers' online spending patterns through Q1 2009 (with a preview of April 2009 e-commerce spending), survey findings that highlight consumer sentiments regarding the economy in 2009, as well as an analysis of spending patterns across key product categories, retailer sectors and consumer demographic segments.

To register for the webinar, please visit: <https://www1.gotomeeting.com/register/883623065>

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

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