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## **comScore Sponsors the Planting of 10 Million Trees Through Partnership with Trees for the Future**

### **As Part of its Panel Recruitment Program, comScore Supports the Planting of Trees in Developing Communities Worldwide**

RESTON, Va., Sept. 4, 2015 /PRNewswire/ -- [comScore, Inc.](#) (NASDAQ: SCOR), a global media measurement and analytics company, today announced that it has sponsored the planting of 10 million trees through a partnership with the non-profit organization, [Trees for the Future](#), as a part of the comScore Trees for Knowledge Initiative. Through this partnership, comScore sponsors the planting of trees in developing communities around the globe as part of the incentive program that comScore uses to recruit and retain internet users who are part of its global panel.



"We are thrilled to reach the milestone of planting 10 million trees on behalf of our panelists," said Mike Brown, Chief Technology Officer at comScore. "Our panelists make valuable contributions to comScore every day, and they play a critical role in helping media buyers and sellers worldwide understand and make decisions based on how consumers use different media. We believe our Trees for Knowledge program offers a great opportunity to make a contribution that supports the creation of a better environment. Trees for Knowledge is an example of how business and environmental interests can intersect, creating meaningful, long-term value for our global community."

"We're incredibly pleased to have comScore as a dedicated supporter of our work and applaud their 10 millionth tree planted," said John Leary, Executive Director of Trees for the Future. "Along with their initial donation to plant more than one million trees, comScore had committed to continuing their donations over the years and has made significant strides in helping to improve rural livelihoods through the introduction of environmentally sustainable land management."

In 2008, comScore created Trees for Knowledge and pledged an initial donation to Trees for the Future, which allowed for the planting of one million trees in developing communities throughout the world. Under this initiative, comScore continues to make donations when new panelists join and remain active in the comScore panel. For more information about the comScore Trees for Knowledge Initiative, please visit <http://www.comscore.com/About-comScore/Corporate-Responsibility>.

#### **About comScore**

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global media measurement and analytics company that makes audiences and advertising more valuable. comScore helps media buyers and sellers understand and make decisions based on what consumers do across all media platforms, including TV, video, mobile, desktop and more. Through its products and services, comScore helps its more than 2,500 clients understand their multi-platform audiences, know if their advertising is working, and access data where they want and need it. Please visit [www.comscore.com](http://www.comscore.com) to learn more.

#### **About Trees for the Future**

Trees for the Future is improving the livelihoods of impoverished farmers by revitalizing degraded lands. Since 1989, with our experience in planting over 115 million trees all over the world, we have demonstrated the transformative power of trees in helping people break out of the poverty trap while also addressing the global environment. Today, our work in East and West Africa is helping to build a world where people can leave a legacy of opportunity through sustainable practices and productive lands for future generation. Please visit [www.trees.org](http://www.trees.org) for more information.

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