



comScore Named a Winner of 2009 Chicago Innovation Awards for Ad Effic(TM), a Revolutionary Tool for Measuring the Effectiveness of Online Ad Campaigns

CHICAGO, Oct 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that it has been selected as a winner of the 2009 Chicago Innovation Awards. The eighth annual competition honors significant innovations and highlights the creative spirit of the Chicago region. comScore was awarded this honor for Ad Effic(TM), a holistic solution that quantifies the effectiveness of online advertising campaigns in generating increases in site visitation, trademark search queries and both online and in-store sales - even with minimal clicks on the display ads themselves.

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

"We are both humbled and honored to be selected as a recipient of this year's Chicago Innovation Awards," said Gian Fulgoni, comScore chairman and co-founder. "comScore has been committed to innovation since its founding in 1999 and continues to be on the leading edge of digital media measurement. Since our inception, we have consistently pioneered innovative solutions to address the digital media industry's most complex marketing and advertising issues. comScore's Ad Effic(TM) solution for measuring online ad effectiveness 'beyond the click' is one in a long line of such achievements and one which we believe has helped increase investments in Internet advertising, resulting in significant increases in marketers' efficiency and effectiveness."

The Chicago Innovation Awards competition was founded in 2002 by Kuczmarski & Associates and prominent local journalist Dan Miller. Each year, the Chicago Innovation Awards honor 10 winners who have introduced products or services that uniquely fill unmet needs, generate a competitive response in the marketplace, exceed market expectations and achieve financial success. comScore was selected among this year's 10 winners from a pool of 255 nominees. This year's winners include Groupon, Visible Vote, TrippLite, Everyblock, The Art Institute of Chicago's Modern Wing, SunCast Corporation, The Robotic Surgery Program at the University of Illinois at Chicago, Gogo Inflight Internet and Rescue Vac Systems, Inc.

Winners will be honored on October 20 at The Goodman Theatre in downtown Chicago. Speakers for the evening will include Chicago Mayor Richard M. Daley and Leo Melamed, the financial market innovator who is recognized as the founder of financial futures, and is Chairman Emeritus of the CME Group, Inc.

About the Chicago Innovation Awards

Kuczmarski & Associates and prominent local journalist Dan Miller established the Chicago Innovation Awards in 2002 as an annual program to honor significant innovations introduced by Chicago-area companies and to focus attention on the creative spirit of the Chicago Region. Each year, the Chicago Innovation Awards honor 10 winners who have introduced products or services that uniquely fill unmet needs, generate a competitive response in the marketplace, exceed market expectations and achieve financial success. www.chicagoinnovationawards.com/.

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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