

The Final Week of Pre-Christmas Shopping Opens With Strong Online Retail Spending

Total Sales on Monday and Tuesday, December 17-18 Increase 29 Percent versus Year Ago

RESTON, Va., Dec 20, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an update of holiday season e-commerce spending for the first 48 days of the November - December 2007 holiday season (November 1 - December 18). Nearly \$25 billion has been spent online during the season-to-date, marking a 19-percent gain versus the corresponding days last year, surpassing the total spending that occurred for the entire 2006 holiday season. The most recent two days of sales reporting, Monday, December 17 (up 33 percent to \$700 million) and Tuesday, December 18 (up 25 percent to \$670 million), both showed strong growth versus last year.

2007 Holiday Season To Date vs. Corresponding Days* in 2006
 Non-Travel (Retail) Spending
 Excludes Auctions and Large Corporate Purchases
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

	Billions (\$)		Pct
Holiday Season to Date	2006	2007	Change
November 1 - December 18	\$20.85	\$24.85	19%
Thanksgiving Day (November 22)	\$0.21	\$0.27	29%
"Black Friday" (November 23)	\$0.43	\$0.53	22%
"Cyber Monday" (November 26)	\$0.61	\$0.73	21%
"Green Monday" (December 10)	\$0.66	\$0.88	33%

* Corresponding Shopping Days, Not Calendar Days

"Monday and Tuesday of this final week of pre-Christmas shopping saw strong growth in spending versus year ago, pushing the season-to-date growth rate slightly above 19 percent," said comScore Chairman Gian Fulgoni. "While it is now safe to say that the heaviest online spending days of the season are behind us, we believe we may continue to see strong growth rates during the remainder of the season due to the late-season shipping deals being offered by some retailers, and consumers' ability to buy online and pick-up their purchase the same day at the retail store. It's also clear that many consumers are willing to delay their holiday shopping later in the season this year in an effort to take advantage of any late season price discounts being offered by retailers."

comScore 2007 Retail E-Commerce Forecast

Online Non-Travel (Retail) Holiday Consumer Spending
 Excludes Auctions and Large Corporate Purchases
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

	Billions (\$)		Pct
	2006	2007	Change
January - October	\$77.5	\$93.6	21%
Holiday Season (Nov-Dec)	\$24.6	\$29.5*	20%*

*comScore forecast

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 800 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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