



comScore Announces Appointment of Chris Nicotra as Chief Technology Officer

Digital Advertising Technology Veteran to Lead comScore's Engineering and IT Teams

RESTON, Va., Feb 04, 2010 /PRNewswire via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world today announced that Chris Nicotra is joining the comScore management team as Chief Technology Officer. Mr. Nicotra will be responsible for overseeing comScore's software engineering, data application engineering, and infrastructure technology teams, assuming the role recently vacated through former comScore CTO Greg Dale's appointment as COO.

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

Mr. Nicotra joins comScore from AOL, where he served as SVP of AOL Advertising Technology and CTO/CIO for Advertising.com, working closely with the business teams to develop AOL's advertising strategy and technical roadmaps. During his tenure there, he managed the entire advertising engineering and technical operations teams, consisting of several hundred engineers. Accomplishments during that time included overseeing the platform migration of AOL's premium advertising business from DoubleClick to AdTech, developing AOL's media planning system, leading cross-group integration, substantially reducing operational costs, driving significant performance improvements on AOL's portal, other premium AOL sites and international ad serving, developing AOL's first self-service platform and the underlying Web service infrastructure, developing real-time impression bidding with major ad exchanges, and completing Advertising.com's ad serving re-architecture.

Mr. Nicotra also drove technical due diligence for several AOL acquisitions, including TSM, TACODA, Quigo, Buy.at and AdTech. He has played a variety of technical design and architect roles, effectively managed teams in both U.S. and international locations, and brings an array of technical skills and experience, including having built an ad delivery system that delivered more than 3 billion impressions per day.

In addition to his AOL experience, Mr. Nicotra has played significant roles in startup and consulting companies, including AnyStream, High Speed America, and Vivigy. He holds a B.S. in Computer Science from the University of Maryland.

"Chris has a reputation as an outstanding technology leader and we're excited to welcome him as part of the comScore management team," said Greg Dale, comScore COO. "Chris's extensive experience building large scale networks based on real-time data will be instrumental to the development of comScore's next generation of products based on our proprietary panel-centric hybrid methodology."

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.

Cautionary Statement

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, expectations regarding the impact of Mr. Nicotra's leadership and abilities on comScore's future performance. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's reliance on key members of its management team. For a detailed discussion of this and other risk factors, please refer to comScore's Quarterly Report on Form 10-Q for the period ended September 30, 2009, comScore's Annual Report on Form 10-K for the period ended December 31, 2008 and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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