



Josh Chasin Joins comScore as Chief Research Officer

comScore Moving Forward with MRC Audit

RESTON, VA, June 7, 2007 – comScore, a leader in measuring the digital world, today announced the appointment of Josh Chasin as Chief Research Officer. In this position, Mr. Chasin will be responsible for the design of statistical measurement methodologies for current and future comScore products. As part of his responsibilities, Mr. Chasin will also lead comScore's involvement with the Media Ratings Council ("MRC") and its auditors as comScore completes the MRC pre-audit and moves into the formal audit phase of the MRC accreditation process.

Mr. Chasin has more than 25 years of experience in media and market research. Prior to joining comScore, Mr. Chasin was the principal and founder of Warp Speed Marketing, Inc., a Manhattan-based media research consultancy. Mr. Chasin is a former executive at Arbitron, Inc., and a past President/CEO of Simmons Market Research Bureau and Northstar Interactive. In his career, Mr. Chasin has been directly involved in the development and management of audience measurement services for a variety of media, including television, radio, magazines, newspapers, out-of-home, and the Internet. Mr. Chasin is a member of numerous industry organizations and committees, including the Advertising Research Foundation ("ARF") Online Measurement Council, Online Reach/Frequency Committee, Video & Electronic Media Council and Media Effectiveness Council. He holds a B.S. in Marketing from NYU and an MBA in Marketing Management from Pace University.

"We're delighted to have Josh on board," said Dr. Magid Abraham, president and CEO of comScore. "He is an experienced media researcher who will play a key role in the continued expansion of comScore's digital media measurement services. With his intimate knowledge of the MRC audit process, we also look forward to Josh's contributions as we take the next step in the MRC accreditation process. We are confident that comScore's methods will stand up to review and we are pleased to be supporting transparency and accountability in the interactive industry."

"I've been a fan of comScore since 2000," said Mr. Chasin. "They are true innovators in the media research space, responsible for pioneering many of the new developments we now take for granted in Internet audience measurement. I'm thrilled to be joining such a world class organization."

Mr. Chasin has been a consultant to comScore since August 2006, when he was retained to assist comScore in its audit and methodological evaluation efforts with the MRC and the ARF. In addition to pursuing MRC accreditation, comScore has commissioned the ARF to undertake a thorough third-party evaluation of its research methodology.

"Josh is a media industry veteran with strong research expertise and knowledge of the MRC process," said George Ivie, CEO and Executive Director of the MRC. "We have noted significant progress in the comScore pre-audit since Josh became involved and we look forward to working with him and his comScore colleagues through the remainder of the MRC audit process."

"I'm very pleased that comScore has hired Josh Chasin full time. His research experience is superb and his familiarity with the MRC process should ensure that the auditing process runs smoothly. I look forward to working with him," said Susan Nathan, senior vice president, Director of Media Knowledge for Universal McCann.

About comScore

comScore, Inc. 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 consultants 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 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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