



## **comScore Co-Founders Abraham and Fulgoni Win Ernst & Young Entrepreneur Of The Year Award**

RESTON, Va., June 23, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that the company's co-founders, CEO Magid Abraham and Chairman Gian Fulgoni, received the Ernst & Young Entrepreneur Of The Year(R) 2008 Award in the Technology category in the Greater Washington Region. According to Ernst & Young LLP, the awards program recognizes entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities. Dr. Abraham and Mr. Fulgoni were selected as Entrepreneurs of the Year by an independent panel of judges, and the award was presented at a special gala event on Thursday June 19, 2008 at the Ritz Carlton, Tysons Corner, VA.

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

"We are honored to win this award," said Dr. Abraham. "It is recognition of comScore's development, in less than 9 years, into a highly influential, global provider of information on digital media usage, culminating in a successful debut as a public company. We have built a world class technology and a suite of innovative products that have made the comScore data a respected industry standard. The credit goes to a great management team, a highly talented and dedicated staff, the investors that had the foresight to support us, and finally, the invaluable partners that have helped us over the years. My thanks go to them for earning this prestigious honor."

"This award is a terrific honor," said Mr. Fulgoni. "Most important, it is recognition of the efforts of each of the many talented comScore employees in building a company that has become a global leader in measuring the digital world. But winning this award won't mean we'll rest on our laurels. We have also set out sites on measuring the mobile Web through our recently announced acquisition of M:Metrics and just around the corner lies the tantalizing opportunity to measure digital TV usage. These are exciting times indeed."

The Ernst & Young Entrepreneur Of The Year awards celebrate their 22nd anniversary this year. The program honors entrepreneurs who have demonstrated exceptionalism in such areas as innovation, financial performance and personal commitment to their businesses and communities.

"Ernst & Young is pleased to honor outstanding business leaders such as Magid Abraham and Gian Fulgoni," said Rene Salas, Ernst & Young Entrepreneur Of The Year Program Director for Greater Washington. "Winners of the Entrepreneur Of The Year award build leading businesses and contribute a great deal to the communities around them. Their success helps our area grow stronger."

As Greater Washington award winners, Dr. Abraham and Mr. Fulgoni are now eligible for consideration for the Ernst & Young Entrepreneur Of The Year 2008 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 15, 2008. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

### **Sponsors**

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have the Ewing Marion Kauffman Foundation and SAP America as national sponsors.

In Greater Washington, sponsors include HSBC Bank, Pillsbury Winthrop Shaw Pittman, Reznick Group, Lockton Companies and the Washington Business Journal.

### **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 approximately 2 million Internet users 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 gathers and integrates their attitudes and intentions. Using its proprietary technology, comScore measures what matters across a broad spectrum of digital behavior and attitudes and helps clients design more powerful marketing strategies that deliver superior ROI. With its recent acquisition of M:Metrics, comScore is also a leading source of data on mobile usage. comScore services are used by over 950 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, the University of Chicago, Verizon Services Group and ViaMichelin. For more information, please visit <http://www.comscore.com>.

#### About Ernst & Young's Entrepreneur Of The Year

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

#### About Ernst & Young

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