



## **comScore Confirms Initiation of MRC Audit, the Next Phase in MRC Accreditation of comScore Media Metrix Panel**

RESTON, Va., Sept 28, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that it has formally entered into an agreement with the Media Rating Council (MRC) to move forward with an MRC audit of the U.S. Media Metrix online audience measurement service, the next step in gaining MRC accreditation of the comScore Media Metrix panel. The first phase of the audit will cover comScore's proprietary technology for capturing the Internet behavior of its 2 million panelists worldwide. This technology enables real-time capture of a wide array of data streams from panelists, including web visitation, advertising impressions, click-thru tracking, digital application usage, and e-commerce activity.

"We've been working with the MRC and its auditor for over a year," said Josh Chasin, comScore's Chief Research Officer. "We completed the rigorous pre-audit process in the spring, and we've been working closely with the MRC since then to scope, define, and refine the formal audit plan. This milestone is the culmination of a lot of hard work, and I'm excited that we are embarking on the audit phase. I look forward to working closely with the MRC staff, their auditor, and the members of the MRC Internet committee as we collaborate in defining state-of-the-art audience measurement for the digital age."

"We are pleased with comScore's entry into the MRC audit process and that they completed a pre-audit review," said George Ivie, CEO and Executive Director of the MRC. "Advertisers, advertising agencies, publishers and other users of Internet audience measurements will benefit from the assurances provided by the audit process, and we are looking forward to assessing, and studying where necessary, comScore's measurement service, which employs several new technological and methodological approaches."

"comScore should be commended for taking this big step at a time when media accountability plays such a critical role in the digital marketing and advertising space," said Gerard Broussard, Managing Partner, Strategic Insights & Analytics for Media Edge:cia. "This commitment to transparency and disclosure is an important step in building trust and confidence for the Internet medium and its metrics."

### 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 700 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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