

Flurry of Online Spending By Procrastinators and Deal-Seekers Leads to Strong Final Week of Pre-Christmas Shopping, With Sales up 25 Percent Versus Year ago

December 10 ("Green Monday") Will Reign as Heaviest Online Spending Day of 2007 Holiday Season

RESTON, Va., Dec 23, 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 51 days of the 2007 holiday season (November 1 - December 21). More than \$26 billion has been spent online during the season-to-date, marking a 19-percent gain versus the corresponding days 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.

Holiday Season to Date	Billions (\$)		Pct Change
	2006	2007	
November 1 - December 21	\$22.04	\$26.29	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

"We are continuing to see online spending strength as we get deeper into the season, with the most recent five-day span ending December 21 exhibiting a 25-percent growth rate versus year ago," said comScore Chairman Gian Fulgoni. "At this point of the season, the heaviest online spending days are now well behind us. However, with some online retailers offering deliveries before Christmas for orders placed by December 22, and in-store pickup available for orders placed on Christmas Eve, we expect to see above average growth rates continue through the holiday."

Top 10 Online Spending Days of the 2007 Holiday Season

With online retail spending having already peaked for the season and the heaviest days of the season behind us, "Green Monday" (Monday, December 10) will reign as the heaviest individual spending day of the season with \$881 million in sales. "Cyber Monday" (Monday, November 26), which represents the first major spike in online spending activity during the season, ranked as the 9th heaviest day with \$733 million in sales.

Top 10 Online Spending Days of 2007 Holiday Season

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

Day	Dollars Spent (\$ Millions)
Monday, December 10 ("Green Monday")	\$881
Tuesday, December 11	\$819

Thursday, December 6	\$803
Wednesday, December 5	\$798
Tuesday, December 4	\$776
Wednesday, December 12	\$754
Monday, December 3	\$753
Friday, December 7	\$734
Monday, November 26 ("Cyber Monday")	\$733
Thursday, November 29	\$733

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 Change
	2006	2007	
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 www.comscore.com.

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