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comScore E-Commerce Sales Estimates Once Again Accurately Predict U.S. Department of Commerce Data

Total Non-Travel E-commerce Sales Hit $24 Billion in the First Quarter

RESTON, Va., May 26, 2006 - comScore Networks today announced that its first quarter 2006 e-commerce sales estimates, originally published in early April 2006, accurately predicted the data published by the U.S. Department of Commerce last week. The comScore e-commerce data were available to comScore clients and widely published in early April, while the U.S. Department of Commerce did not release its estimates until Friday, May 19.

The U.S. Department of Commerce reported total U.S. non-travel online spending at $24.5 billion for the first quarter of 2006. comScore's previously published non-travel online spending figure was $23.9 billion for the first quarter of 2006, representing a year-over-year growth rate of 22 percent.

comScore's data has exhibited remarkable consistency with the Department of Commerce estimates over the course of the past five years. Dating back to the first quarter of 2001, the past 21 quarters of comScore's online spending figures have accurately predicted the Department of Commerce reports by just 3 percent in total.

"The fact that the comScore data has been validated to accurately predict the official Commerce Department numbers that are published approximately five weeks later provides a vital benefit to marketers by allowing them to obtain the fastest reading possible of the key trends in consumers' online spending by relying on the comScore estimates," said Gian Fulgoni, chairman of comScore Networks.

Mr. Fulgoni continued, "If, as we expect, e-commerce spending continues to grow at a rate in excess of 20 percent for the balance of the year, online spending for 2006 will eclipse the $100 billion threshold for the first time. The growth in consumers' online buying during the past five years has been quite remarkable, with e-commerce now well integrated into Americans' shopping behavior."

Comparison of comScore Data to U.S. Department of Commerce Reports
Quarterly Retail E-Commerce Sales
2001 - 2006

Note: comScore Estimate - (Total Non-Travel - Event Tickets + Estimated Auction Fees)
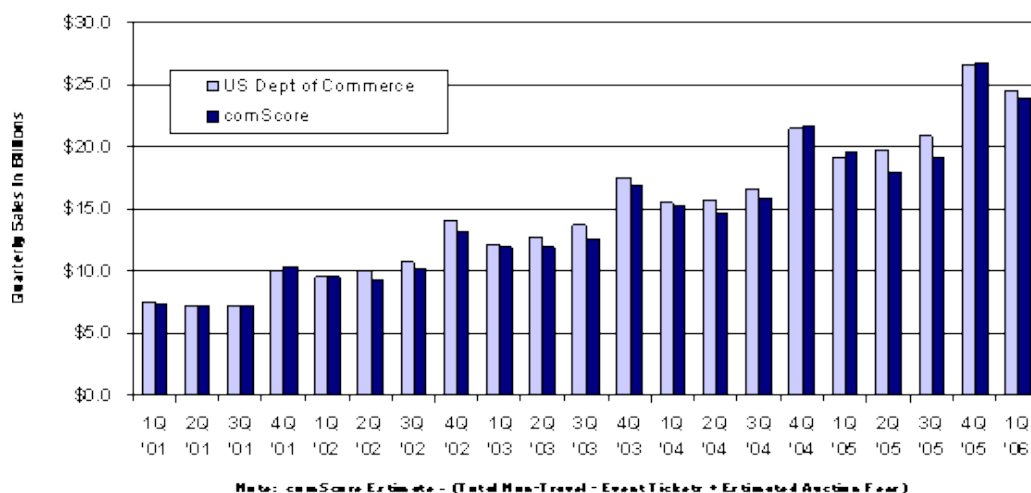
Please contact press@comscore.com to receive the data behind the above for use in graphical representation.

comScore - The Most Accurate and Timely E-Commerce Tracking Methodology
Rather than asking consumers to try to remember the details of their past purchases (which few consumers are able to

accurately recall), comScore's sales data is based on the passive, electronic measurement of actual online browsing and buying activity of a representative and massive cross-section of more than 2 million Internet users. These consumers have given comScore permission to confidentially monitor their browsing and buying behavior using comScore's proprietary data collection technology. The buying activity of this massive sample is measured at more than 50,000 online merchants and other commerce sites across the Web and then statistically projected to represent the entire online marketplace.

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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 global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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