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comScore Appoints Dan Hess as Head of Digital Audience and Advertising Products

Industry Veteran Returns to Lead Digital Audience, Advertising, Custom and Survey Product Teams

RESTON, Va., Oct. 6, 2016 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR) today announced that Dan Hess has joined comScore as Head of Digital Audience and Advertising Products. Hess was one of comScore's earliest employees through the company's first six years, leading corporate marketing and building multiple commercial teams including its retail, travel, automotive and technology products and practices.



Mr. Hess brings deep executive experience in product development, marketing, sales and strategy from his tenure with companies including IRI, Tribune Digital and Rewards Network. He also co-founded and led a startup that built an omnichannel predictive modeling and personalization platform, which was acquired by one of the world's leading marketing services firms.

"I am thrilled to welcome Dan back to comScore," said comScore Chief Executive Officer Gian Fulgoni. "We have new products to build and deliver for publishers, agencies and advertisers and a pressing need to take a fresh look at our existing products so as to ensure they are unquestionably the highest quality, most powerful, and easiest to use products in the industry. Dan's extensive experience and knowledge will be an immediate asset to both our company and clients."

"I am excited and honored to rejoin the team at comScore," said Hess. "The company has continued to build upon its global leadership position in cross-platform measurement, and I very much look forward to helping drive our product vision and portfolio to the next level."

Hess has served as an advisor to several technology and analytics startups, and as a speaker and analyst for numerous industry and academic organizations and media outlets. He holds a B.A. degree from the University of Rochester.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

Cautionary Statement

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, expectations regarding the impact of Mr. Hess' leadership and abilities on comScore's future performance. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's reliance on key members of its management team. For a detailed discussion of this and other risk factors, please refer to comScore's Quarterly Report on Form 10-Q for the period ended June 30, 2015, comScore's Annual Report on Form 10-K for the period ended December 31, 2014 and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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