

## U.S. E-Commerce Holiday Spending Surges by Mid-November After Slow Start to Season

### comScore Estimates Retail E-Commerce Spending will Increase by 20 Percent and Approach \$30 Billion for the Nov - Dec 2007 Holiday Season

RESTON, Va., Nov 20, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released the first in a series of twice weekly holiday season e-commerce updates, revealing that the first 18 days of the holiday season saw more than \$7 billion in online retail spending, a 17-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 - 18	\$6.01	\$7.04	17%

"The online holiday shopping season got off to a slow start in the first week of November, but it has since picked up sharply," said comScore Chairman Gian Fulgoni. "Sales in the first ten days of November were up modestly versus year ago, but surged to levels in excess of 20 percent by mid-November. It's likely that warmer than average weather at the beginning of November kept people outdoors and away from their computers, weighing down early holiday season sales, especially for key online categories like apparel. The growth rates during the second and third weeks of November are likely to be better indicators of how the remainder of the season will play out."

Weekly Online Holiday Retail Sales

(Photo: <http://www.newscom.com/cgi-bin/prnh/20071120/AQTU128>)

Please contact [press@comscore.com](mailto:press@comscore.com) to receive the data behind the above for use in graphical representation.

#### comScore 2007 Retail E-Commerce Forecast

comScore also announced its official forecast for 2007 holiday e-commerce spending, projecting that the months of November and December will see approximately \$29.5 billion in online consumer spending, representing a 20-percent increase versus last year's holiday season.

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 <http://www.comscore.com>.

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