



comScore Reports Continued Lack of Growth in U.S. Retail E-Commerce Sales

Q2 2009 Sales Down 1 Percent vs. Year Ago

comScore Chairman Gian Fulgoni to Present Update on Q2 2009 E-Commerce Trends in Upcoming Webinar

RESTON, Va., Aug 10, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its Q2 2009 retail e-commerce sales estimates, which showed that U.S. online retail spending totaled \$30.2 billion, down 1 percent versus year ago. Q2 2009 represents only the second quarter on record where e-commerce spending has been lower than the same quarter the previous year.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

Retail E-Commerce (Non-Travel) Growth Rates
Excludes Auctions, Autos and Large Corporate Purchases
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

Quarter	Y/Y Percent Change
Q1 2007	17%
Q2 2007	23%
Q3 2007	23%
Q4 2007	19%
Q1 2008	11%
Q2 2008	13%
Q3 2008	6%
Q4 2008	-3%
Q1 2009	0%
Q2 2009	-1%

"The marginally negative growth in Q2, on the heels of flat growth in Q1, signals that online retail spending has yet to turn the corner after a disappointing end to last year," said comScore chairman Gian Fulgoni. "Unfortunately, it appears that the reality of nearly 10-percent unemployment and rising gas prices, coupled with an increased savings rate, continues to hold down consumers' discretionary spending and it may still take some time to dig our way out of this recession."

Join Mr. Fulgoni as he presents an update of the state of the U.S. online retail economy through Q2 2009 in a live webinar on Thursday, August 20 at 2 p.m. ET/1 p.m. CT. Webinar registration details are below.

Fastest Growing Product Categories in Q2 2009

The fastest-growing category in Q2 2009 versus year ago was Toys & Hobbies, which grew 21 percent, followed by Books & Magazines (up 17 percent), and Video Games, Consoles & Accessories (up 15 percent).

Fastest Growing Retail E-Commerce Categories
Excludes Auctions and Large Corporate Purchases
Q2 2009 vs. Q2 2008
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

Retail Category	Percent Change in Category Dollar Sales
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Toys & Hobbies	21%
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Books & Magazines	17%
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Video Games, Consoles & Accessories	15%
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Webinar Series: State of the U.S. Online Retail Economy through Q2 2009The webinar presentation will include an overview of changes in consumers' online spending patterns through Q2 2009 (with a preview of July 2009 e-commerce spending), survey findings that highlight consumer sentiments regarding the economy in 2009, as well as an analysis of spending patterns across key product categories, retailer sectors and consumer demographic segments.

To register for the webinar, please visit: <https://www.registrationheadquarters.com/events/?810dd3ac6ccf4ec79d0b019d2f1c90c4a>

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