



Yahoo! Finance Ranks as Top Financial News & Research Site in the U.S. With More Than 18 Million Visitors in May, According to comScore

Category Displays Robust 35 Percent Growth versus Year Ago Amidst Uncertainty in the U.S. Economy

RESTON, Va., July 9, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an overview of activity at the financial news & research site category, which attracted more than 64 million U.S. visitors in May, an increase of 35 percent versus year ago.

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

"Current economic conditions -- including rising gas prices, general inflation concerns, housing troubles and stock market uncertainty -- have Americans seeking to stay informed about the factors influencing their personal finances," said Jack Flanagan, comScore executive vice president. "As a result, the financial news and research category has grown substantially during the past year, with strong visitor gains occurring at most sites, including above average gains at category leaders Yahoo! Finance and AOL Money & Finance."

Top Financial News & Research Sites
May 2008 vs. May 2007
Total U.S. - Home/Work/University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	May-07	May-08	% Change
Total Internet: Total Audience	177,487	190,858	8
Financial News & Research	47,493	64,287	35
Yahoo! Finance	11,740	18,492	58
AOL Money & Finance	10,266	15,222	48
MSN Money	12,087	13,707	13
Forbes Property	5,497	7,014	28
Dow Jones & Company	5,177	6,613	28
CNN Money	5,242	6,040	15
BNET	166	5,563	3,261
TheStreet.com Sites	1,749	5,289	202
Reuters Sites	3,286	4,795	46
Reed Business Information	2,436	3,872	59

Yahoo! Finance led the category in May with 18.5 million visitors, up 58 percent versus year ago, followed by AOL Money & Finance with 15.2 million visitors (up 48 percent) and MSN Money with 13.7 million visitors (up 13 percent). CNET-owned business site BNET, which ranked seventh in the category with 5.6 million visitors, grew more than 3,000 percent versus last year due to the acquisition of FindArticles.com, while eighth-ranked TheStreet.com Sites tripled to 5.3 million visitors, also due in part to site acquisitions.

Category Growth Varies by Demographic

Though the category displayed visitor growth across virtually all demographic segments, certain segments contributed more than others. The number of visitors to the category age 50 and older grew 46 percent versus year ago, while visitors under 50 grew by 32 percent. Above average growth was also seen in the following segments: households earning at least \$60,000 annually (40 percent), households with children (38 percent) and households with at least 5 people (57 percent). In sum, segments displaying the greatest growth paint a picture of those likely to have more financial responsibilities or challenges, such as needing to save for college and/or retirement, or needing to determine how best to handle more immediate financial obligations, such as home mortgage holders facing rapidly escalating monthly payments.

Demographic Shifts in Financial News & Research Category
 May 2008 vs. May 2007
 Total U.S. - Home/Work/University Locations
 Source: comScore Media Metrix

Financial News & Research Category	Unique Visitors (000)		Percent Change
	May-07	May-08	
Total Audience	47,493	64,287	35%
Age			
Persons Under 50	35,222	46,405	32%
Persons 50+	12,271	17,882	46%
HH Income (US)			
Under \$60K	20,233	26,155	29%
\$60K+	27,260	38,132	40%
Children in Household			
Children: No	20,216	26,745	32%
Children: Yes	27,277	37,542	38%
Household Size			
HH Size: 1-4 Persons	38,319	49,848	30%
HH Size: 5+ Persons	9,174	14,439	57%

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>.

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