comScore Sponsors Planting of More Than One Million Trees in Developing Nations as Part of Its Panel Recruitment Program

'Trees for Knowledge' Initiative Announced at Dedication of the Company's New Global Headquarters in Reston, VA

RESTON, Va., July 29, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced a major initiative, "comScore Trees for Knowledge," a partnership with the non-profit organization Trees for the Future. comScore's initial donation will support the planting of one million trees in developing communities throughout the world as part of the incentive program that comScore uses to recruit and retain Internet users in its global panel. Under this initiative, comScore has also pledged to continue to make donations when new panel members join and remain active in the panel. The cost for this program is consistent with comScore's historical and projected panel recruitment expense.

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

"It's exciting to offer new comScore panelists the opportunity to participate in the comScore Trees for Knowledge program," said Dr. Magid M. Abraham, President and CEO of comScore. "The comScore Internet user panel is the foundation of our business and the insights that our panelists provide is vital to the overall knowledge of global digital media usage. We believe the Tree for Knowledge program allows our panelists to make a dual contribution to increased Internet knowledge and a better environment."

comScore's research reports are derived from its global panel and are used by marketers, publishers, advertising agencies and financial analysts to better understand the rapidly evolving trends in Internet and mobile activity.

Since 1988, Trees for the Future has helped thousands of communities in Central America, Africa, and Asia improve their livelihoods and their environment by planting nearly 50 million trees. Trees for the Future calculates that each mature tree removes approximately 50 pounds of carbon dioxide from the atmosphere each year. The program is also active in the U.S., educating students and communities about global issues, the environment, and energy efficiency.

comScore Global Headquarters Dedicated

comScore formally opened its new 62,000 sq. ft. global headquarters in Reston, VA on Tuesday, July 29 with a ceremony attended by nearly 500 clients, invited guests, and employees, both in person and via video feed at office locations around the globe. The Reston headquarters facility is the hub of a nine office comScore network, including Chicago, New York, San Francisco, Seattle, Toronto, London, Paris and Tokyo, which houses comScore executives serving over 1,000 clients around the world.

"The opening of our new global headquarters marks another milestone that comScore has recently achieved," said Dr. Abraham at the opening. "We recently hired our 500th employee, and signed our 1000th client, and are now announcing this initiative to directly support the planting of one million trees. comScore also crossed the $100 million annual revenue threshold in the last 12 months. It is within the context of this significant expansion in all phases of our business that we required more space and facilities designed specifically for our needs."

The new headquarters features state-of-the-art equipment created to complement comScore's culture as an innovative digital company. Features include a gigabit wired and wireless network to provide the highest connection speeds available throughout the building and datacenter, the latest generation in office lighting to provide significant reduction in power usage while promoting superior light for computer work, and cubicle design built for collaboration and discussion.

Speakers at the grand opening included comScore President and CEO, Dr. Magid Abraham, client Anita Bizzotto, CMO for the United States Postal Service, and Gorav Seth, International Programs Manager for Trees for the Future.

For more information about comScore Trees for Knowledge or join the comScore panel, please visit: http://www.comscore.com/trees

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 approximately 2 million Internet users 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 gathers and integrates their attitudes and intentions. Using its proprietary technology, comScore measures what matters across a broad spectrum of digital behavior and attitudes and helps clients design more powerful marketing strategies that deliver superior ROI. With its recent acquisition of M:Metrics, comScore is also a leading source of data on mobile usage. In an independent survey of 800 of the nation's most influential publishers, advertising agencies and advertisers conducted by William Blair & Company in July 2008, comScore was rated the 'most preferred online audience measurement service' by 54% of respondents, a full 20 points ahead of its nearest competitor. comScore services are used by more than 950 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, the University of Chicago, Verizon Services Group and ViaMichelin. For more information, please visit http://www.comscore.com.

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