

comScore Networks Announces European Expansion

Industry Veteran Bob Ivins Appointed as Managing Director, comScore Europe

RESTON, Va., MARCH 31, 2005 -- comScore Networks, a global leader in the measurement and analysis of consumer behavior and attitudes, today announced a major multinational expansion through a newly consolidated comScore Europe business unit. comScore simultaneously announced the appointment of Bob Ivins, a veteran of the marketing and media research industries, as Managing Director of comScore Europe, reporting to Peter Daboll, President and CEO of comScore Media Metrix.

"The expansion of our local team in Europe is an important step forward for our company," said Magid Abraham, Ph.D., president and CEO of comScore Networks. "Client demand for our services in Europe has grown rapidly in recent years, and the time is right to offer an expanded set of capabilities under strong leadership. To that end, we're delighted to have Bob Ivins at the helm of this initiative, which is of clear importance to our local and multinational clients and to our own future growth."

Based in London, the newly expanded comScore Europe will deliver a full range of consumer research and analysis services to Europe-based clients, and will also serve the European interests of clients based in North America and elsewhere beyond the continent. The industry-leading capabilities available through comScore Europe include:

- Industry-leading online audience measurement services, including comScore Media Metrix, that report details of online media usage and visitor demographics for home and work audiences. comScore Europe audience measurement services cover more countries than any other source, and are based upon significantly larger samples of consumers than other systems, yielding unmatched accuracy of information.
- Advanced consumer research and competitive intelligence services based upon the collection of actual observed purchase and other transaction activity across competitive Web sites, using comScore's proprietary measurement technology. These capabilities deliver insight into such vital issues as lost buyer trends, acquisition and retention opportunities, purchase funnel dynamics, and more.
- Full-service, custom research into consumer attitudes and intentions, based upon comScore's global panel of millions of participants. Using e-mail, contextual pop-ups and virtual focus group technologies, comScore Europe will help its clients address traditional marketing applications such as customer satisfaction, market segmentation, advertising and product concept tests, and more.

Bob Ivins brings more than 20 years of relevant industry experience to comScore Networks. Most recently, Mr. Ivins was director of research for Yahoo! Europe, where he was responsible for all Yahoo! research initiatives across the continent. Previously, Mr. Ivins held positions at DRI, an econometric consulting company; ACNielsen, the international marketing research firm; I/PRO, a pioneer in Web server log analysis systems; and Dynamic Logic, which specializes in online advertising effectiveness measurement. Mr. Ivins also served in management positions at audience measurement leader Media Metrix, prior to that company's acquisition by comScore in 2002.

"comScore offers the perfect combination of powerful behavioral and attitudinal data, the best analytical minds in the business, and a commitment to deliver outstanding insight and service to clients," said Mr. Ivins. "Add to this the demand that exists across Europe for improved online measurement systems, and it's easy to see a tremendously exciting growth picture. I am

thrilled to be a part of the industry-leading team that comScore has built."

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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 patent-pending technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants 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 global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, Bank of America, Universal McCann, the United States Postal Service, GlaxoSmithKline and Orbitz. For more information, please visit www.comscore.com.

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