



comScore Pharmaceutical Solutions and Evolution Road Partner to Provide E-Marketing Effectiveness Benchmarks for the Pharmaceutical Industry

RESTON, VA, February 1, 2007 – comScore Pharmaceutical Solutions, a division of comScore Networks and a leader in measuring the digital age, together with its partner Evolution Road announced today the development and publishing of consumer e-marketing effectiveness benchmarks for the pharmaceutical industry.

After working together for four years on behalf of leading pharmaceutical companies to address e-marketing challenges, comScore Networks and Evolution Road have developed and published pharmaceutical industry e-marketing benchmarks based on aggregate and blinded data across a multitude of studies. Covering patients and prospects, these new benchmarks focus on the impacts of specific e-marketing initiatives, such as online banners, search and visitation to brand and disease-specific Web sites, and key brand business objectives, including brand awareness, brand favorability, generating incremental new patient starts, incremental adherence/ next fill and data for ROI calculations.

comScore and Evolution Road presented the findings from the e-marketing effectiveness benchmark study at the ePharma Summit, conducted by the Institute for International Research at the Ritz-Carlton Philadelphia.

To request more information about the comScore / Evolution Road e-marketing effectiveness benchmarks for the pharmaceutical industry, please visit www.comscore.com/solutions/info_req.asp?industry=pharma.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. 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 behaviour, 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 behaviour 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, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

About Evolution Road

Evolution Road is a marketing innovation consultancy focused on helping brands leverage digital channels to drive their business. Evolution Road believes that the Internet will dramatically improve how pharmaceutical brands are marketed for the benefit of consumers, physicians and pharmaceutical brands. To that end, Evolution Road has helped millions of consumers and healthcare professionals make more informed healthcare choices and has delivered over \$500 million dollars in incremental topline revenue for its clients at an ROI of over 3:1. For more information, please visit www.evolutionroad.com.

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