



comScore CEO and Co-Founder Dr. Magid Abraham Announced as 2009 Recipient of AMA's Charles Coolidge Parlin Marketing Research Award

Previous Award Winners Include Marketing Luminaries Peter Drucker, David Ogilvy and Philip Kotler

RESTON, Va., Sept 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world today announced that comScore CEO and co-founder Dr. Magid Abraham has been named as the 2009 recipient of the American Marketing Association (AMA) and American Marketing Association Foundation's (AMAF) 64th annual Charles Coolidge Parlin Marketing Research Award. Established in 1945 as a memorial to Charles Coolidge Parlin, who is recognized as a founder of marketing research, The Parlin Award is today a preeminent national honor. Recipients of the award must have demonstrated "outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time." The prestigious award has previously been bestowed to such esteemed marketing trailblazers as Peter Drucker, David Ogilvy, Philip Kotler, Art Nielsen, George Gallup, Yoram Wind, Paul Green, John Little, John Malec, Glen Urban, Mike Porter and Daniel Yankelovich, among others.

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

Dr. Abraham is a widely recognized expert on consumer behavior modeling and decision support systems. He has authored articles in the Harvard Business Review and Marketing Science and is already a two-time recipient of AMA awards, including the Paul Green award for the "best article that shows or demonstrates the most potential to contribute to the practice of marketing research and research in marketing" and the William F. O'Dell award for an article "that has made the most significant long-term contribution to the marketing discipline." Dr. Abraham has founded two marketing research companies, Paragren Technologies and comScore, and helped launch the syndicated market measurement products at a third, Information Resources, Inc. In 2008, he was named an Ernst & Young(R) Entrepreneur of the Year. Dr. Abraham is currently President & CEO of comScore, a company that has become a standard in online audience measurement and pioneered numerous measurement and methodological innovations.

Gian Fulgoni, comScore's chairman and co-founder, commented: "I have had the pleasure of working side-by-side with Magid for the better part of a quarter century and I never cease to be amazed by his ability to conjure up new database applications, many of which have become standard offerings and/or methodologies in the practice of market research. Magid is a true 'engine of innovation' who has contributed mightily to the growth and development of our profession. The Parlin Award is a most appropriate recognition of Magid's numerous accomplishments and contributions to the industry."

"It is truly a great honor and distinction to be recognized by the AMA and AMAF as the 64th recipient of the Charles Coolidge Parlin Marketing Research Award," said Dr. Abraham. "Marketing research is building into a science that impacts most enterprises and business endeavors. It is also an exhilarating and never-ending quest to perfect measurement and behavior models in a world with an explosive plethora of content, media and product choices - a quest that I pursue daily at comScore. It is gratifying to have contributed to the discipline in theory and practice, and to have built lasting organizations that provide essential information and services used by market researchers worldwide."

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

Follow us on Twitter

<http://twitter.com/comScore>

<http://twitter.com/gfulgoni>

http://twitter.com/m_abraham

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved