

For Immediate Release

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Jordan, Edmiston Group Client M:Metrics has been sold to comScore

Acquisition accelerates expansion of comScore's mobile solutions, cross media measurement and global footprint

New York, NY May 28, 2008 – M:Metrics (www.mmetrics.com), the recognized leader in mobile measurement, has been sold to comScore (Nasdaq: SCOR) (www.comscore.com), a leader in measuring the digital world. The acquisition makes comScore the immediate leader in measuring the emerging and strategically important mobile Internet market and adds to comScore's leading position in measuring PC-based Internet usage.

The transaction involves a cash payment of \$44.3 million and the issuance of approximately 50,000 options to purchase shares of comScore common stock to certain M:Metrics unvested option holders. The Jordan, Edmiston Group, Inc. (www.jegi.com), the leading provider of independent investment banking services for the media and information industries, represented M:Metrics in this transaction and acted as its exclusive financial advisor.

M:Metrics offers three primary measurement products: MobiLens, a syndicated monthly online survey that captures overall mobile phone usage; MeterDirect, the industry's first on-device meter that passively measures the mobile Internet behavior and media consumption of more than 4,000 existing Smartphone panelists; and M:Ad, the first competitive tracking service for mobile advertising that continuously monitors clickable display advertising.

Going forward, comScore will increase the size of the metered panel and will offer measurement of combined Internet usage across both PC and mobile-based online access platforms. The combination of the two companies is expected to result in substantial operating synergies, cost savings and enhanced revenue growth by building a larger customer base, combining two highly productive sales forces, and leveraging comScore's global panel and scalable technology infrastructure.

"With the substantial growth of 3G devices and Internet friendly handsets, we believe we are now at an inflection point in Internet usage on mobile devices," said Dr. Magid Abraham, comScore's president and chief executive officer. "Our acquisition of M:Metrics makes comScore an immediate market leader in this space and positions comScore to deliver significant shareholder value as wireless carriers, telecom equipment providers, media companies, advertising agencies, online publishers, and marketers extend their reach into the mobile Internet world."

In connection with the acquisition, the co-founders of M:Metrics, Will Hodgman, president and chief executive officer, and Seamus McAteer, chief product architect, will join comScore's management team.

"comScore is the ideal partner for M:Metrics and clearly the right company to leverage and build upon M:Metrics' leadership in mobile measurement. The combined company will provide our customers with a compelling portfolio of cross media online measurement and analytics," said Mr. Hodgman. "We are excited about joining comScore and leveraging its vast capabilities, blue chip customer base, and innovative technologies. By combining forces, I am confident we will be the pre-eminent Internet and mobile marketing intelligence provider in the world."



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comScore is expecting the M:Metrics business to be profitable on an Adjusted EBITDA basis by the end of the fourth quarter of 2008, and to be a significant positive contributor to Adjusted EBITDA in 2009. M:Metrics' revenues are currently forecast to be approximately \$11 million to \$12 million for the full year 2008, and will contribute \$6.5 to \$7 million to comScore's reported revenues for 2008 post-closing.

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 more than two million consumers 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 captures and integrates their attitudes and intentions. comScore analysts 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 over 950 clients, including many global leaders, such as AOL, Microsoft, Yahoo!, BBC, Carat, Financial Times, ESPN, Fox Sports, and many others. For more information, visit www.comscore.com.

About M:Metrics

Founded in 2004, M:Metrics is the only research firm to measure the audience for mobile media using on-device metering and the world's largest monthly survey of mobile users. The company provides the most accurate metrics on actual mobile content consumption by applying trusted media measurement methodologies to the mobile market. M:Metrics' monthly syndicated data service gives clients the critical insights and intelligence required to inform smart business strategies and the competitive benchmarks needed to evaluate the performance of competitors and partners. M:Metrics services are used by more than 180 clients, including global leaders in the mobile, advertising, technology and consumer goods industries, such as Verizon, Vodafone, Microsoft, RIM, FOX, CBS, BBC, BMW, Samsung, Palm, Qualcomm, Ericsson, O&M, and JWT. For more information, visit www.mmetrics.com.

About JEGI

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY is the leading provider of independent investment banking services for the media and information industries. Since being founded in 1987, JEGI has completed nearly 500 high-profile M&A transactions for global media and information companies; entrepreneurial owners; and private equity and venture capital funds. JEGI has established an impeccable reputation in the marketplace, which reflects its superior performance on behalf of its clients. The firm's executive team of investment bankers has over 200 years of combined experience across the media and information market sectors that JEGI serves. For more information, visit www.jegi.com.

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