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comScore Selects Imperium's RelevantID for Enhanced Respondent Validation as Part of Ongoing Survey Respondent Quality Initiative

RelevantID Helps Ensure Highest Standards for Research Panel Integrity

RESTON, VA, July 13, 2010 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today announced that it has selected Imperium's RelevantID[®] to provide survey participant duplicate respondent screening. This third party digital fingerprinting tool will provide an additional layer of survey panelist verification in order to prevent the same panelist from being surveyed more than once in a particular survey.

“We are pleased to add RelevantID to our repertoire of tools to ensure and maintain the integrity of our survey-based research,” said Josh Chasin, chief research officer of comScore. “comScore understands that respondent quality is essential to effective and actionable market research. We are committed to using state-of-the-art technologies such as RelevantID so that that we may continue to deliver superior results to our clients.”

“RelevantID is the most widely accepted solution for digital fingerprinting in the Market Research industry,” said Marshall Harrison, Founder and CEO of Imperium. “The result of implementing this tool is higher quality research and more actionable intelligence for clients. We are pleased to be working with comScore on this initiative.”

About Imperium

Imperium is a leading technology development firm specializing in the design, development, implementation and support of database systems for business intelligence and integrated e-business solutions. Imperium provides innovative products and services in the areas of market research, financial services, telecommunications, healthcare, marketing, advertising and web design.

To learn more about Imperium and its data quality services visit www.imperium.com.

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.