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comScore Media Metrix Ranks Top 50 U.S. Web Properties for April 2011

Earth Day Accelerates Growth at Green Sites

Royal Wedding Drives Interest in Entertainment News Sites

RESTON, VA, May 20, 2011 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. web activity at the top online properties for April 2011 based on data from the comScore Media Metrix service. Green sites saw their second consecutive month of strong growth as Americans looked for ways to celebrate Earth Day (April 22) and cut back on fuel costs. Incentive sites were also popular in April, helping Americans stretch their dollars with promotions, daily deals and free samples, and the Royal Wedding drove gains at Entertainment News sites.

“More than 26 million Americans celebrated Earth Day this year by visiting green websites,” said Jeff Hackett, executive vice president of comScore Media Metrix. “With gas prices climbing past \$4.00 a gallon, Americans have a greater incentive to be thinking green to provide some economic relief.”

Green Sites Sprout for Earth Day

The Green category held on to the #1 spot in April, posting an even stronger gain of 32 percent. More than 26 million Americans visited the category during the month, with Shine Green taking the top spot with 7.9 million visitors (up 364 percent). Planet Green Sites came in second with 3.3 million visitors (up 15 percent), followed by Care2.com with 2.0 million (up 11 percent) and Mother Nature Network with 1.8 million (up 24 percent). EnergyGuide.com grew 6 percent to 918,000 visitors, while EPA.gov saw 916,000 (up 10 percent).

Entertainment News Sites Post Royal Gains

Americans were swept away by Royal Wedding coverage in April, sending an all-time high of 100 million visitors to Entertainment News sites for the latest updates and fashion critique. Securing the top

spot with 29.1 million visitors was omg! (up 23 percent), followed by TMZ with 15.0 million, BuzzMedia Entertainment with 13.1 million (up 2 percent) and People with 12.8 million. Zimbio attracted nearly 10.2 million visitors (up 15 percent), followed by CNN Entertainment with 9.4 million and E! Online with 8.3 million (up 10 percent).

Top 50 Properties

Yahoo! Sites ranked as the #1 property in April with 187.4 million visitors, followed by Microsoft Sites with 178.9 million and Google Sites with 175.9 million. Netflix.com jumped 6 positions to rank #36 overall with 28.6 million visitors, while CareerBuilder LLC earned a spot on the list at #43 with 24.9 million visitors.

Top 50 Ad Focus Ranking

Google Ad Network led the April Ad Focus ranking with a reach of 91.6 percent of Americans online, followed by Yahoo! Sites (87.4 percent), Yahoo! Network Plus (83.6 percent) and AOL Advertising (83.6 percent).

Table 1

| comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) April 2011 vs. March 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix | | | | |
|--|------------------------------------|---------------|-----------------|--------------------------------|
| | Total Unique Visitors (000) | | | Rank by Unique Visitors |
| | Mar-11 | Apr-11 | % Change | |
| <i>Total Internet : Total Audience</i> | 212,652 | 214,467 | 1 | N/A |
| KeywordBlocks.com | 9,463 | 16,088 | 70 | 90 |
| MLB.com | 6,598 | 10,231 | 55 | 144 |
| ShopAtHome.com | 4,112 | 5,810 | 41 | 249 |
| UStream.tv | 6,166 | 8,178 | 33 | 183 |
| NFL Internet Group | 7,817 | 10,240 | 31 | 142 |
| NHL Network | 4,943 | 6,407 | 30 | 227 |
| AVG Technologies | 5,070 | 6,453 | 27 | 225 |
| LivingSocial | 7,050 | 8,763 | 24 | 168 |
| Hollywood.com Sites | 6,672 | 8,203 | 23 | 181 |
| STACK Media | 5,054 | 6,124 | 21 | 231 |

**Ranking based on the top 250 properties in April 2011. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 unified digital audience measurement.*

Table 2

| comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) April 2011 vs. March 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix | | | |
|--|------------------------------------|---------------|-----------------|
| | Total Unique Visitors (000) | | |
| | Mar-11 | Apr-11 | % Change |
| <i>Total Internet : Total Audience</i> | 212,652 | 214,467 | 1 |
| Community – Green | 19,949 | 26,431 | 32 |
| Services – Incentives | 17,840 | 19,414 | 9 |
| Retail – Jewelry/Luxury Goods/Accessories | 15,277 | 16,138 | 6 |
| News/Information – Politics | 23,991 | 25,305 | 5 |
| Retail – Flowers/Gifts/Greetings | 23,090 | 24,284 | 5 |
| Retail – Movies | 34,081 | 35,670 | 5 |
| Entertainment – News | 95,902 | 100,293 | 5 |
| News/Information – Weather | 78,908 | 81,980 | 4 |
| Travel – Information | 61,372 | 63,155 | 3 |
| Directories/Resources | 183,429 | 188,014 | 2 |

Table 3

| comScore Top 50 Properties (U.S.) April 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix | | | | | | |
|--|--|-----------------------|--|------|-----------------------------------|-----------------------|
| Rank | Property | Unique Visitors (000) | | Rank | Property | Unique Visitors (000) |
| | <i>Total Internet : Total Audience</i> | 214,467 | | | | |
| 1 | Yahoo! Sites | 187,408 | | 26 | Federated Media Publishing | 39,171 |
| 2 | Microsoft Sites | 178,862 | | 27 | NetShelter Technology Media | 38,724 |
| 3 | Google Sites | 175,881 | | 28 | Tribune Interactive | 34,065 |
| 4 | Facebook.com | 154,055 | | 29 | Adobe Sites | 32,678 |
| 5 | AOL, Inc. | 114,319 | | 30 | Wal-Mart | 32,108 |
| 6 | Turner Digital | 95,780 | | 31 | LinkedIn.com | 31,282 |
| 7 | Ask Network | 94,385 | | 32 | Break Media Network | 30,122 |
| 8 | Amazon Sites | 91,548 | | 33 | Superpages.com Network | 29,742 |
| 9 | Glam Media | 86,058 | | 34 | Yelp.com | 29,344 |
| 10 | Viacom Digital | 84,117 | | 35 | AT&T Interactive Network | 28,637 |
| 11 | CBS Interactive | 80,250 | | 36 | Netflix.com | 28,574 |
| 12 | Demand Media | 69,709 | | 37 | WeatherBug Property | 28,515 |
| 13 | Wikimedia Foundation Sites | 69,235 | | 38 | iVillage.com: The Womens Network | 28,463 |
| 14 | Apple Inc. | 67,695 | | 39 | Scripps Networks Interactive Inc. | 27,351 |
| 15 | New York Times Digital | 63,607 | | 40 | Everyday Health | 27,128 |
| 16 | eBay | 63,060 | | 41 | WordPress | 27,095 |
| 17 | VEVO | 58,144 | | 42 | NBC Universal | 26,400 |
| 18 | Answers.com Sites | 55,010 | | 43 | CareerBuilder LLC | 24,880 |
| 19 | Fox Interactive Media | 54,428 | | 44 | Fox News Digital | 24,764 |
| 20 | Comcast Corporation | 48,663 | | 45 | Twitter.com | 24,483 |
| 21 | craigslist, inc. | 48,425 | | 46 | Disney Online | 24,436 |
| 22 | Gannett Sites | 42,265 | | 47 | ToneFuse Music | 24,382 |
| 23 | Technorati Media | 41,048 | | 48 | Discovery Digital Media Sites | 24,242 |
| 24 | ESPN | 40,318 | | 49 | Photobucket.com LLC | 23,997 |
| 25 | Weather Channel, The | 40,297 | | 50 | Buzzmedia | 23,410 |

Table 4

comScore Ad Focus Ranking (U.S.)

April 2011

Total U.S. – Home, Work and University Locations

Source: comScore Media Metrix

| Rank | Property | Unique Visitors (000) | % Reach | Rank | Property | Unique Visitors (000) | % Reach |
|------|--|-----------------------|---------|------|------------------------------------|-----------------------|---------|
| | <i>Total Internet : Total Audience</i> | 214,467 | 100.0 | | | | |
| 1 | Google Ad Network** | 196,400 | 91.6 | 26 | AdBlade Network** | 121,658 | 56.7 |
| 2 | Yahoo! Sites | 187,408 | 87.4 | 27 | ContextWeb** | 119,610 | 55.8 |
| 3 | Yahoo! Network Plus** | 179,341 | 83.6 | 28 | AOL, Inc. | 114,319 | 53.3 |
| 4 | AOL Advertising** | 179,234 | 83.6 | 29 | YouTube.com* | 113,151 | 52.8 |
| 5 | ShareThis | 176,499 | 82.3 | 30 | CPX Interactive** | 100,960 | 47.1 |
| 6 | Specific Media** | 173,075 | 80.7 | 31 | Kontera** | 100,770 | 47.0 |
| 7 | Turn Media Platform** | 170,570 | 79.5 | 32 | Undertone** | 94,765 | 44.2 |
| 8 | ValueClick Networks** | 167,233 | 78.0 | 33 | Bing | 94,440 | 44.0 |
| 9 | Google | 167,163 | 77.9 | 34 | Ask Network | 94,385 | 44.0 |
| 10 | 24/7 Real Media** | 160,458 | 74.8 | 35 | Glam Media | 86,058 | 40.1 |
| 11 | Facebook.com | 154,055 | 71.8 | 36 | Goodway Group** | 84,528 | 39.4 |
| 12 | AdBrite** | 153,481 | 71.6 | 37 | Meebo | 78,603 | 36.7 |
| 13 | Vibrant Media** | 149,163 | 69.6 | 38 | Windows Live | 76,545 | 35.7 |
| 14 | Collective Display** | 148,259 | 69.1 | 39 | Monster Career Ad Network (CAN)** | 71,758 | 33.5 |
| 15 | Tribal Fusion** | 147,231 | 68.7 | 40 | Demand Media | 69,709 | 32.5 |
| 16 | Microsoft Media Network US** | 138,588 | 64.6 | 41 | Brand.net Network** | 64,686 | 30.2 |
| 17 | AudienceScience** | 138,415 | 64.5 | 42 | Dedicated Media** | 63,675 | 29.7 |
| 18 | FOX Audience Network** | 137,928 | 64.3 | 43 | Technorati Media** | 61,246 | 28.6 |
| 19 | Burst Media** | 137,280 | 64.0 | 44 | Amazon.com | 59,309 | 27.7 |
| 20 | Cox Digital Solutions - Network** | 134,552 | 62.7 | 45 | Lotame Solutions** | 57,613 | 26.9 |
| 21 | Traffic Marketplace** | 133,005 | 62.0 | 46 | MTV Networks Music | 57,347 | 26.7 |
| 22 | Casale Media - MediaNet** | 131,319 | 61.2 | 47 | MediaWhiz** | 56,671 | 26.4 |
| 23 | MSN | 127,751 | 59.6 | 48 | RMM (formerly Red McCombs Media)** | 52,277 | 24.4 |
| 24 | interclick** | 127,688 | 59.5 | 49 | CNN | 49,354 | 23.0 |
| 25 | Adconion Media Group** | 125,474 | 58.5 | 50 | Federated Media Network** | 44,819 | 20.9 |

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in April. For instance, Yahoo! Sites was seen by 87.4 percent of the 214 million Internet users in April.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

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