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Comscore E-Commerce Sales Data Accurately Predict U.S. Department Of Commerce Estimates Weeks Ahead Of Their Publication

Total e-commerce sales, excluding travel, exceeded \$83 billion in 2005

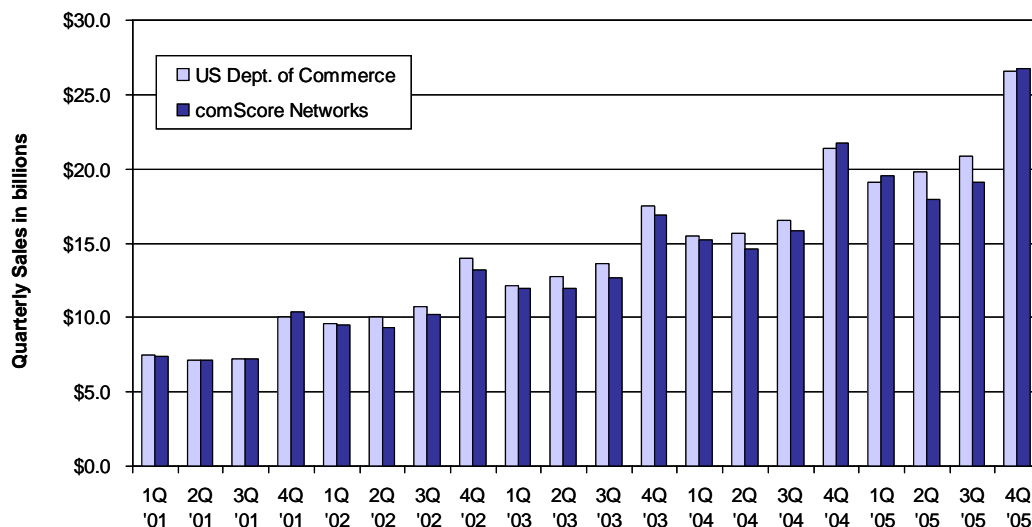
RESTON, Va., February 23, 2006 – comScore Networks today announced that its annual e-commerce sales trends for 2005 varied by less than one percent from those published by the U.S. Department of Commerce. The comScore e-commerce data were available to comScore clients and widely published in early January 2006 – a full six weeks before the U.S. Department of Commerce issued its estimates on February 17, 2006.

The U.S. Department of Commerce reported growth of 24.6 percent for the full year 2005 versus 2004. Adjusting for differences in product categories measured*, comScore data showed growth of 23.8 percent during the same period to \$83.3 billion in non-travel sales.

During the fourth quarter of 2005 growth estimates for online sales differed considerably depending on the source, with some research company estimates projecting total online growth as high as 30 percent or more. However, comScore's reported 23.2 percent growth for the fourth quarter was virtually identical to the Department of Commerce's estimate of 23.4 percent overall growth for the same period.

"Due to the divergent reports of online sales growth during the important 2005 holiday shopping season, there was some uncertainty in the marketplace over which estimate was the most accurate," said Gian Fulgoni, chairman of comScore Networks. "With data from the Department of Commerce once again mirroring comScore's online sales trends, this reaffirms comScore as the industry standard for accurate e-commerce measurement. Over the past five years, comScore data has, time and again, proven to be by far the most accurate measure of consumers' online behavior."

**Comparison of comScore Data to U.S. Dept. of Commerce Reports
 Quarterly Retail E-Commerce Sales
 2001 - 2005**



Note: comScore Estimate = (Total Non-Travel – Event Tickets + Estimated Auction Fees)

Please contact press@comscore.com to receive the data behind the above for use in graphical representation.

"We analyze diverse data from hundreds of research sources, but comScore consistently nails the consumer e-commerce numbers," said Geoffrey Ramsey, CEO and co-founder of eMarketer. "It's encouraging to know how close comScore's numbers line up with Department of Commerce data."

Available within 24 to 48 hours of the reporting period, comScore data are invaluable to marketers and the financial community seeking accurate competitive benchmarks and predictors of macroeconomic trends.

comScore also publishes sales trends by individual product category. This level of granularity is not reported by the government, but is available through comScore's extensive and detailed database of consumer purchase activity.

In 2005, Apparel & Accessories ranked as the fastest growing category, with a 41-percent increase versus the previous year. Other rapidly growing categories included Computer Software (up 37 percent), Toys & Hobbies (up 35 percent), Home & Garden (up 33 percent) and Jewelry & Watches (up 31 percent).

Sales Growth for Selected Product Categories Percentage Change – 2005 vs. 2004 Non-Travel Online Consumer Spending Excludes Auctions and Large Corporate Purchases Source: comScore Networks	
	% Change 2005 vs. 2004
Apparel & Accessories	41%
Computer Software (excluding PC Games)	37%
Toys & Hobbies	35%
Home & Garden	33%
Jewelry & Watches	31%
Event Tickets	28%
Furniture	25%
Flowers, Greetings & Gifts	23%

"During the fourth quarter of 2005, industry observers had been puzzled by one published report that showed computer hardware and consumer electronics growing at rates in excess of 100 percent versus last year", said Fulgoni. "It's clear from the comScore data, which shows Apparel as the fastest growing category (up 41 percent), that established category growth rates in excess of 100 percent were simply untenable in 2005."

comScore – The Most Accurate and Timely E-Commerce Tracking Methodology

Rather than asking consumers to try to recall all of the details of their past purchases (which few consumers are able to do in an accurate manner), comScore's sales data are based on the passive, electronic measurement of the actual online browsing and buying activity of a representative cross-section of more than 2 million Internet users. These consumers have given comScore explicit permission to confidentially capture their browsing and buying behavior using comScore's proprietary data collection technology. The buying activity of this massive sample is measured at more than 50,000 online merchants and other commerce sites across the Web and then statistically projected to represent the entire online marketplace.

* In comparing comScore trends to those of the Department of Commerce, sales of travel services and event tickets have been removed from the comScore data since the Commerce Department estimates do not include these product categories.

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior 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 Orbitz. For more information, please visit www.comscore.com.