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comScore Media Metrix Ranks Top 50 U.S. Web Properties for August 2009

Education Sites Gain as Students Head Back to School

Americans Need a Good Laugh as Summer Rolls to an End

RESTON, VA, September 21, 2009 – 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 August 2009 based on data from the comScore Media Metrix service. Education sites gained as students headed back to school, while Humor sites attracted heavy visitation as many looked to laugh in the waning days of summer vacation. Home sites also grew as Americans sought to redecorate their homes, furnish new apartments, or harvest their backyard gardens.

“August is back-to-school season for students, and many turned to the Web to prepare for the upcoming school year,” said Jack Flanagan, comScore executive vice president. “Others made use of their last days of summer pursuing leisure activities online, including visiting humor sites and tending to their homes and gardens.”

Back-to-School Season Drives Gains at Education Sites

Back-to-school season propelled gains at education sites in August, with the category growing 10 percent to 97.5 million visitors. Pearson Education led all Education sites with 12 million visitors (up 14 percent), followed by HotChalk with 7.7 million visitors (up 31 percent) and ClassesUSA with 7 million visitors (up 2 percent). Blackboard.com also saw strong gains, growing 67 percent to 2.4 million visitors.

Laughter is the Best Medicine

Americans turned to Humor sites for entertainment as summer vacation came to an end. The category grew 21 percent in August to 33.7 million visitors, representing a high for the category in the past year. Break.com led the category with nearly 5.6 million visitors, followed by Comedy Central with 4.4

million, and National Lampoon Humor Network with 4.3 million (up 7 percent). Wimp.com saw significant growth during the month with a 58-percent increase.

Home Improvement on the Minds of Many Americans

Many Americans find new apartments in August, or enjoy refreshing a home's look as the season changes, resulting in an 18-percent increase in visitation to Home sites. About.com Home & Garden led the category with 3.5 million visitors during the month. Ehow Home and Garden grabbed the #2 position with 3.5 million, followed by AOL Home with 3.4 million (up 14 percent). iVillage Home and Garden surged 326 percent in August to 3.3 million visitors.

Getting Down to Business

Business-to-Business was another fast-gaining category in August, growing 17 percent to 38 million visitors. MerchantCircle.com led the category rankings with 6.9 million visitors. Reed Business Information sites (including Hotfrog.com, and BuyerZone.com) grabbed the #2 position with 4.7 million visitors (up 6 percent). Yahoo! Small Business was another trusted source of information during the month with more than 3 million visitors, up 83 percent.

Top 50 Properties

Google Sites once again led as the most visited property in August with 161 million visitors, followed by Yahoo! Sites with 158 million visitors and Microsoft Sites with 130 million visitors. Facebook.com held its #5 ranking with 92 million visitors, up 5 percent from the previous month. The Mozilla Organization ascended 6 positions to #24 with 32 million visitors, while iVillage.com also jumped 6 spots to #41 with more than 21 million visitors.

Top 50 Ad Focus Ranking

AOL Advertising (renamed from Platform-A) led the August Ad Focus ranking, reaching 91 percent of all Americans online. Yahoo! Network ranked second, reaching 88 percent of the population, while Google jumped one spot to #3 with an 84-percent reach. Adconion Media Group climbed 5 positions to the #20 spot with 129.6 million unique visitors, reaching nearly 66 percent of the U.S. Internet audience.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) August 2009 vs. July 2009 Total U.S. - Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Jul-09	Aug-09	% Change	
<i>Total Internet : Total Audience</i>	195,538	197,311	1	N/A
NFL Internet Group	7,862	14,812	88	66
NameMedia	5,576	9,905	78	105
Internet Brands, Inc.	8,936	12,805	43	76
Sugar, Inc - PopSugar Network	3,289	4,452	35	250
CafeMom Network	7,441	9,963	34	104
EVERSAVE.COM	4,231	5,623	33	199
HotChalk	5,885	7,688	31	146
The McGraw-Hill Companies, Inc.	4,290	5,463	27	206
American Express	7,061	8,937	27	122
STACK Media	3,668	4,559	24	244

*Ranking based on the top 250 properties in August 2009. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 hybrid audience measurement.

Table 2

comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) August 2009 vs. July 2009 Total U.S. - Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Jul-09	Aug-09	% Change
<i>Total Internet : Total Audience</i>	195,538	197,311	1
Entertainment - Humor	27,758	33,691	21
Lifestyle - Home	26,125	30,805	18
Business to Business	32,608	38,286	17
Career - Training and Education	7,084	7,905	12
Finance - News/Research	58,220	64,278	10
Education	88,517	97,490	10
Weather	69,524	76,482	10
Religion/Spirituality	20,394	22,419	10
Lotto/Sweepstakes	28,264	30,890	9
Pharmacy	4,820	5,194	8

Table 3

comScore Top 50 Properties (U.S.) August 2009 Total U.S. - Home, Work and University Locations Unique Visitors (000) Source: comScore Media Metrix						
Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	Total Internet : Total Audience	197,311				
1	Google Sites	161,148		26	AT&T Interactive Network	31,531
2	Yahoo! Sites	158,043		27	Disney Online	31,341
3	Microsoft Sites	129,992		28	Everyday Health	29,663
4	AOL LLC	101,719		29	Target Corporation	27,156
5	FACEBOOK.COM	92,208		30	Superpages.com Network	27,095
6	Fox Interactive Media	77,450		31	WordPress	26,443
7	Ask Network	76,595		32	Break Media	25,481
8	eBay	71,788		33	Photobucket.com LLC	25,346
9	Amazon Sites	68,103		34	Bank of America	25,261
10	Wikimedia Foundation Sites	63,929		35	Gorilla Nation	25,170
11	Apple Inc.	56,608		36	Expedia Inc	24,562
12	CBS Interactive	52,781		37	AT&T, Inc.	24,199
13	Glam Media	51,250		38	NetShelter Technology Media	23,902
14	Viacom Digital	50,123		39	ESPN	23,890
15	Turner Network	48,562		40	Weatherbug Property	23,182
16	craigslist, inc.	47,130		41	iVillage.com: The Womens Network	21,744
17	New York Times Digital	45,754		42	Federated Media Publishing	21,709
18	Answers.com Sites	45,082		43	NBC Universal	21,453
19	Weather Channel, The	41,684		44	Gannett Sites	21,196
20	Adobe Sites	39,613		45	United Online, Inc	21,155
21	Demand Media	33,535		46	TWITTER.COM*	20,830
22	Comcast Corporation	33,178		47	Real.com Network	20,584
23	Wal-Mart	32,758		48	JPMorgan Chase Property	19,885
24	The Mozilla Organization	31,643		49	Technorati Media	19,736
25	Verizon Communications Corporation	31,563		50	Experian Interactive	19,727

Table 4

comScore Ad Focus Ranking (U.S.) August 2009 Total U.S. - Home, Work and University Locations Unique Visitors (000) Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Total Unique Visitors (000)	% Reach
	Total Internet : Total Audience	197,311	100.0				
1	AOL Advertising**	179,593	91.0	26	AdBrite**	117,623	59.6
2	Yahoo! Network**	173,924	88.1	27	Digital Broadcasting Group (DBG) - Potential Reach	113,084	57.3
3	Google Ad Network**	166,685	84.5	28	SpotXchange Video Ad Network - Potential Reach	112,133	56.8
4	ValueClick Networks**	160,811	81.5	29	AOL Media Network	101,718	51.6
5	Yahoo! Sites	158,043	80.1	30	YOUTUBE.COM	98,248	49.8
6	FOX Audience Network**	157,871	80.0	31	Undertone Networks**	97,780	49.6
7	Specific Media**	156,007	79.1	32	MSN	93,035	47.2
8	Tremor Media - Potential Reach	155,600	78.9	33	FACEBOOK.COM	92,208	46.7
9	Google	153,256	77.7	34	Adify**	89,051	45.1
10	Microsoft Media Network US**	151,135	76.6	35	Pulse 360**	84,418	42.8
11	24/7 Real Media**	147,589	74.8	36	Vibrant Media**	82,835	42.0
12	Collective Network by Collective Media - Potential Reach	140,667	71.3	37	Monster Career Ad Network (CAN)**	80,006	40.5
13	Traffic Marketplace**	140,341	71.1	38	Ask Network	76,595	38.8
14	Tribal Fusion**	138,265	70.1	39	NNN Total Newspapers: U.S.	74,565	37.8
15	BrightRoll Video Network - Potential Reach	138,092	70.0	40	ScanScout Network - Potential Reach	73,320	37.2
16	YuMe Video Network - Potential Reach	137,649	69.8	41	Centro - Potential Reach	72,170	36.6
17	AudienceScience (formerly Revenue Science)**	133,265	67.5	42	Kontera**	71,203	36.1
18	Casale Media - MediaNet**	133,097	67.5	43	Windows Live	69,124	35.0
19	Collective Network by Collective Media**	131,343	66.6	44	ITN Digital - Potential Reach	68,200	34.6
20	Adconion Media Group**	129,566	65.7	45	MYSACE.COM*	64,231	32.6
21	interCLICK**	129,461	65.6	46	Bing	63,761	32.3
22	Turn, Inc**	128,534	65.1	47	MediaWhiz**	61,454	31.1
23	CPX Interactive**	124,915	63.3	48	MSN.COM Home Page	59,965	30.4
24	Burst Media**	120,067	60.9	49	Six Apart Media - Potential Reach	58,478	29.6
25	Advertising.com Video Network - Potential Reach	119,338	60.5	50	TattoMedia**	57,229	29.0

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in August. For instance, Yahoo! Sites was seen by 88 percent of the nearly 197 million Internet users in August.

* 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 marketing intelligence.