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comScore Appoints Joseph R. Rostock as Chief Information Officer

Esteemed Technology Veteran and Former Verizon Senior Fellow to Lead Technology Organization Yvonne Bigbee Elevated to CTO

RESTON, Va., Sept. 28, 2017 /PRNewswire/ -- comScore today announced that Joseph R. Rostock will join comScore in the newly created role of Chief Information Officer (CIO) effective today, September 28, 2017. He will report to Chief Operating Officer (COO) Cameron Meierhoefer and lead comScore's technology organization.



Mr. Rostock most recently served as Chief Technology Officer of Inovalon Holdings, a position he held since 2013. Prior to joining Inovalon, he served as the Vice President and Chief Technologist for The Alliance for Telecommunications Industry Solutions (ATIS). Prior to these roles, Mr. Rostock, had a distinguished career at Verizon Communications where he was a Senior Fellow, following a distinguished career that began as a software engineer in 1986. During his 25 years at Verizon, he progressed through a series of technical and management positions with increasing levels of responsibility, charged with developing strategy, forging a strong leadership culture and turning around key business units. In his capacity as Executive Director, he oversaw the consolidation of wholesale and retail IT teams into a single organization supporting an \$8 billion business unit and managed a workforce of 1,400 global software engineering professionals. He received a Bachelor of Arts Degree in Telecommunications from Temple University and completed Graduate Studies in Computer Science at St. Joseph's University.

"I'm delighted to welcome Joe to comScore," said Cameron Meierhoefer. "Joe is both a technology veteran and change agent with a track record of driving innovation, galvanizing large teams, and getting results. As we work to measure a dynamic, cross-platform world, Joe brings formidable expertise, infectious energy and strong business management to our team at just the right moment."

"I'm excited to join comScore and help the company realize its tremendous potential to define cross-platform measurement," said Joe Rostock. "I look forward to working with the many talented technologists at comScore in continuing the company's legacy of innovation while building a world-class technology organization that produces the products for the future."

In conjunction with Mr. Rostock's appointment as CIO, it was announced that Yvonne Bigbee has been appointed Chief Technology Officer (CTO), a role she has held on an interim basis since July 2017. Ms. Bigbee joined comScore in 2001 and prior to her appointment as interim CTO served as Executive Vice President, managing the company's global software engineering staff. Ms. Bigbee will report to Mr. Rostock and will oversee all technology development functions, managing the alignment of technology development with comScore's product and business teams.

"Throughout her tenure, Yvonne has contributed significant innovations and emerged as an important senior leader with a tireless commitment to comScore," said Cameron Meierhoefer, "I'm confident Yvonne's contributions will continue and be amplified under this new organizational structure."

About comScore

comScore, Inc. (OTC: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

Cautionary Note Regarding Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and

benefits to comScore from comScore Activation and the comScore advertising suite of products, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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