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MediaVest USA First Agency Employing TRA Solution to Marry Demo, Behavioral and Sales Data

Delivers Industry's First Solution, Media TRAnalytics™, for Linking TV Ad Effectiveness to Sales

New York, NY – April 24, 2008 – MediaVest USA and [TRA, Inc.](#) today announced that MediaVest has become the first agency to be using the newly-released Media TRAnalytics™ 2.0, the industry's first solution for directly linking TV effectiveness to sales results. TRA brings precise measurement of advertising effectiveness by matching the advertising households actually receive with the products those same households actually buy.

The TRA solution combines set-top-box viewership data with the deepest level of demographics, including age and gender; psychographics; and behavioral purchase information available. This enables MediaVest and its clients to gain an unprecedented understanding of who's viewing their advertising and establishing the first true link between television advertising exposure and sales. Advertisers now have a way to find out precisely what they are receiving for their advertising spend, and can shift to better-producing media to lift ROI.

"True accountability clearly answers the question 'did our advertising drive purchase?' This is the level of accountability we've been looking for on behalf of our clients and we're thrilled to partner with TRA to be the first agency to deliver it," says Jim Kite, President, Connections Research and Analytics, MediaVest USA.

The patent pending, Media TRAnalytics™ 2.0 merges second-by-second measurement of TV viewing with verified offline purchasing behavior will ultimately measure the effectiveness of all significant advertising media. The web-based solution provides "to the second" single-source measurement, while maintaining the privacy and anonymity of consumers.

"The industry has waited too long for a solution that accurately and definitively measures media's effectiveness in contributing to marketers' bottom line sales. We're proud to deliver this critically-needed level of advertising ROI and to have MediaVest, a pioneer in accountability solutions in their own right, as our first agency partner," says Mark Lieberman, Chairman and CEO, TRA, Inc.

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Media TRAnalytics™ 2.0 currently analyzes set-top box data from approximately 300,000 homes in Southern California. Demographics information is sourced from Experian Marketing Solutions data and behavioral purchase data is initially sourced from shopper card data with the ability to extend to the advertiser's purchase categories such as automotive, consumer electronics and financial services.

About MediaVest

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Kraft, P&G and The Coca-Cola Company. For more information, please visit www.mediavestww.com.

About TRA, Inc.

[TRA, Inc.](http://www.traglobal.com) (True ROI Accountability for Media -- <http://www.traglobal.com>) is a [media marketing research company](#) whose proprietary technology cost effectively matches the ads that people actually receive with the products people actually buy; giving advertisers, agencies, and media transparency, accountable measurement, and return-on-investment for their advertising spend. TRA's Media TRAnalytics™ 2.0 provides Advertising/Media Exposure- (AME), [Return on Investment](#) (ROI), Audience Retention (AR), Reach and Frequency (RF), and True Target Index (TTI) reports. TRA's engine has the ability to analyze viewership data from television digital set boxes (DSTBs) as well as cross-tabulate second-by-second advertising audience data from a significant number of DSTBs with other media touchpoints, household demographics and actual household product purchasing data in the same homes. TRA's Web-based research reports permit advertisers and agencies to reallocate their advertising, shifting money to advertising that produces higher sales per dollar.

Founded by Chairman and Chief Executive Officer Mark Lieberman, an experienced entrepreneur, and advertising industry measurement pioneer Bill Harvey, President and Co-Founder, TRA employs proprietary measurement technologies and proven algorithms developed and refined over a 10-year period. TRA's founders have been in the media research industry for more than 25 years and have built and run digital media companies in the marketing research, video-on-demand, Internet video and information publishing industries.

In August of 2007, TRA closed its first institutional financing round led by Kodiak Ventures, WPP/Kantar Media Research and unnamed angels. In 2008, MediaVest, a subsidiary of Paris-based Publicis Groupe, became the first media agency to use TRA's solution. TRA's [Board](#) includes John Billock, the former Vice Chairman and Chief Operating Officer of Time Warner Cable, Burt Manning, the former Chief Executive Officer of J. Walter Thompson, Bruce Barnet, the former President of Reed Elsevier North America, Chip Meakem, general partner from Kodiak Ventures, and Bill McKenna, the President of KMR, North America.

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