

**TRA, INC. CONTINUES ITS EXPANSION BY NAMING BOB MEYERS  
PRESIDENT AND CHIEF OPERATING OFFICER**

*Veteran Media Executive Has Served on TRA's Advisory Board and  
Will Focus on Continuing to Enhance Relationships with Networks  
During TRA's Next Stage of Growth*

*Appointment Furthers TRA's Commitment to Work with Networks  
To Provide Accountability For Their Media Inventory*

*Announcement Comes on the Heels of TRA Winning BeyeNETWORK's 2009  
'Vision Award' for Business Impact in Analytics*

New York, NY – October 29<sup>th</sup>, 2009 – TRA, Inc., the media market research company that improves advertising accountability by matching TV program audiences with the products and brands these audiences actually buy, announced today that Bob Meyers has been named President and Chief Operating Officer.

Meyers has been serving on TRA's advisory board for the past 6 months and brings over 30 years of diverse media experience to his new role. As President and COO, Meyers will focus on reinforcing and growing TRA's relationships with the broadcast and cable networks. TRA's clients already include television networks, consumer packaged goods companies and media agencies.

"Bob's overall understanding about the media business combined with his unique knowledge about TRA from serving on our advisory board makes him a tremendous asset to the company as we move into our next stage of growth," said Mark Lieberman, Chairman and CEO of TRA, Inc.

Lieberman's co-founder, Bill Harvey, TRA's Vice Chairman and Chief Research Officer, added that "TRA's ability to attract and excite one of the industry's top management talents attests to the impact TRA has made in a very short time. I look forward to working closely with Bob as we redefine the media measurement industry landscape."

"Over the past six months, I have been impressed with TRA's dedication to giving its clients true insight into the effectiveness of advertising on sales," said Meyers. "I look forward to working with Mark, Bill and the entire TRA team as we help improve advertising accountability and ROI on ad spending."

Industry leader and TiVo Chief Executive Officer, Tom Rogers added: "I have worked with Bob for many years and know him to be an incredibly well-respected and successful executive who has experience at the forefront of many media trends. Bob's joining TRA is testament to TRA's position in the industry. I am confident that he will help TRA continue its innovation in measuring the true ROI of television advertising."

Meyers' appointment comes on the heels of TRA, along with Kognitio, winning the BeyeNETWORK's 2009 'Vision Award' for Business Impact in Analytics. The BeyeNETWORK praised TRA's business intelligence solution, which features Kognitio's WX<sub>2</sub> analytic database, for providing "increased analytical efficiency."

Meyers' 30-year career in the entertainment industry includes 19 years at NBC Universal and eight years at Viacom, Inc. He left Playboy Enterprises, Inc. just six months ago after spending three years as President for Media and Executive Vice President of the company. Prior to joining Playboy Meyers served as Executive Vice President of Digital Media, Data and Video at Westwood One and was on the board of DoubleClick. Throughout his career, he remained at the very forefront of digital media. During Meyers' tenure at NBC Universal, he held a number of positions within CNBC and NBC Interactive including General Manager of CNBC Enterprises and Senior Vice President of Primetime Programming for CNBC as well as Chief Operating Officer and General Manager of CNBC.com. Before joining NBC Universal, Meyers created Viacom Interactive Services and served as its first leader. Before then, he was Vice President Corporate Development, Interactive Television for Viacom Inc. Meyers began his career in the industry at NBC Sports.

#### **About TRA, Inc.**

TRA, Inc. (True ROI Accountability for Media -- <http://www.traglobal.com> ) is a media and marketing research company whose proprietary patent pending platform, Media TRAnalytics®, cost effectively matches the ads that people actually receive with the products people actually buy, giving advertisers, agencies and media transparency, accountable measurement, media planning and improved return-on-investment for their advertising spend. TRA has 1.5 million households of TV set top box data from multiple software platforms, 54 million households of purchase data and the largest single source database ever – 370,000 households. TRA employs proprietary measurement technologies and proven algorithms developed and refined over a 10-year period with 40,000 man-hours invested into developing TRA's Media TRAnalytics® platform over the past 2 years. TRA's clients include television networks, consumer packaged goods companies and media agencies. Investors include Kodiak Venture Partners, WPP and Arbitron, Inc. TRA is the recipient of the BeyeNETWORK's 2009 'Vision Award' for Business Impact in Analytics. TRA is ISO 27001 certified, the information security management system standard published by the International Organization for Standardization (ISO) designed to ensure security controls to protect information assets.