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MEDIAVEST-TRA STUDIES REVEAL TARGETING BRAND PURCHASER SEGMENTS RESULTS IN ROI LIFTS

Identifies Higher-Yielding Segments That Typically Incur No Increased Ad Cost

(New York, February 11, 2010): MediaVest and TRA, Inc. today revealed study findings that confirmed targeting actual brand purchaser segments, rather than demographic surrogates, significantly lifts brand ROI.

Further, the studies, the culmination of three independent case studies, identified that targeting discrete consumer purchaser segments, as facilitated using TRAnalytics®, not only increased the number of impressions delivered to ROI-driving purchasers, but that these segments can typically be purchased at no increased cost to advertisers.

Additionally, findings included:

- **Ad responsiveness varies by brand purchaser usage segments.** Heavy purchasers, medium/light purchasers, brand loyals, non-loyals and swing purchasers provide different sales lifts when exposed to the same brand TV advertising, with some segments exhibiting 33% higher and other segments showing 17% lower ad responsiveness versus the brand's baseline TV ROI.
- **Broadcast and cable value differs by brand and campaign.** For some brands, investments in Broadcast TV delivered a higher return for the brand, while in other cases, Cable TV was a far more significant contributor to the brand's TV ROI. Also, the potential value of any single Broadcast and Cable TV network will vary by brand, with certain TV properties possibly yielding a 25%-30% increase or decrease in ROI for a given brand.
- **Precise brand-specific daypart mix significantly impacts brand ROI.** While there's some consistency for broad daypart performance, strategic brand-specific composition of daypart mix maximizes TV ROI.

“Through TRA data we’re able to prove what the industry has long believed, but could never validate in the past—that improved purchaser-segment targeting increases a brand’s TV ROI. We’re excited about the potential of these studies’ findings and putting them into play to optimize effectiveness for our clients,” said David Shiffman, SVP, Connections Research and Analytics, MediaVest.

“MediaVest shares our commitment to improve advertising accountability. These case studies highlight the effectiveness of using Media TRAnalytics® to target the right audiences and we look forward to continue working with MediaVest to help improve their clients’ ROI,” said Mark Lieberman, Chairman and CEO of TRA, Inc.

The MediaVest-TRA relationship began in 2008, with MediaVest signing on as the charter agency subscriber and the relationship has been renewed through 2010.

About MediaVest

MediaVest, a subsidiary of Paris-based Publicis Groupe (Euronext Paris: FR0000130577), 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, The Coca-Cola Company and Wal-Mart. For more information, please visit www.mediavestww.com.

About TRA, Inc.

TRA, Inc. (True ROI Accountability for Media -- <http://www.traglobal.com>) is a media measurement and analytics software company whose proprietary patent pending web-based business intelligence 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 which provides “to the second” single-source measurement, while maintaining the privacy and anonymity of consumers. 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.