

**TRA, INC. BECOMES THE ONLY MARKETING RESEARCH FIRM
TO PROVIDE A YEAR'S WORTH
OF NATIONAL U.S. SINGLESOURCE DATA**

*Data Matches TV Program Audiences with the Products and Brands They Actually Buy
And Helps Advertisers, Agencies and Media Buyers
Improve Advertising Accountability and Increase ROI on Ad Spending*

New York, NY – March 23rd, 2010 – TRA, Inc., the first media marketing research company to invent a scalable affordable method of conducting singlesource research (electronically matching audiences with the products and brands these audiences actually buy), today announced from Re:Think 2010: The Advertising Research Foundation (ARF) 56th Annual Convention and Expo that it now has one year's worth of national singlesource data to help its clients increase the ROI on their ad spending.

The industry's only set of national singlesource data combines set top box data from over a million representative homes nationally with point of sale consumer packaged goods purchase data among 370,000 of the set top box households.

The year's worth of national singlesource data can provide advertisers, agencies and media buyers with true insights into how to increase the ROI of their TV investments. On February 11, MediaVest, a TRA agency client, released findings of a series of three case studies carried out for three of its largest advertiser clients, proving that TRA insights lead to changes in media selection associated with increases in ROI. In these three initial brand studies the resulting ROI increases went as high as 33%.

Prior to the advent of TRA, advertisers seeking higher ROI used a single strategy of reducing TV advertising allocations and shifts to Internet and other media in search of higher ROI but without any published evidence that higher ROI resulted from this strategy.

One major network client of TRA found that within seconds it was able to create a proposed new schedule for an advertiser interested in reaching heavy shampoo purchasers. The network had been running at about a 2% share of that brand's TV buy. However, TRA's Optimizer, a built-in recommendation feature for purchaser targeting showed that by optimizing the program selection across all networks using TRA's Optimizer, switching in more of that network's specific programs, and bringing that network up to a 10% share of that brand's TV buy, the brand would more than triple its impressions against heavy shampoo purchasers at no increase in cost. Both buyer and seller would gain as the target rating points against the desired heavy shampoo purchasers went from 80 to 256. Reach against heavy shampoo purchasers increased from 68% to 79%.

Bill Harvey, TRA's Vice Chairman and Chief Research Officer said: "TRA's leveraging of our Media TRAnalytics® with massive passive databases such as set top box data and

frequent shopper cards has made singlesource a sustainable reality and has enabled marketers to finally learn which parts of a media schedule are highly productive of ROI. Shifting more of the budget to these ROI productive components raises ROI and this will have a significant effect on making media advertising more accountable and successful as an industry.”

TRA is also the only company that combines set top box data from multiple software platforms (Navic and TiVo) into a single seamless weighted representative national sample and with its previous release of the Optimizer, TRA became the first media research company to provide a built-in recommendation feature for purchaser targeting.

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.