

**TRA SIGNS UP GROUPM TO USE TRA'S MEDIA TRANALYTICS® –  
THE INDUSTRY'S PREMIER SOLUTION TO MEASURE AND IMPROVE THE  
IMPACT OF TELEVISION ADVERTISING ON BRAND SALES**

*An important signal to the Media Industry that TRA's advanced media analytic and  
technology capabilities are the next evolution*

New York, NY – March 9<sup>th</sup>, 2010 –TRA, Inc. today announced that GroupM has entered into an agreement to use TRA's Media TRAnalytics®, the industry's premier solution to plan, buy and evaluate advertising effectiveness by establishing the impact of television advertising on sales. TRA's solution improves advertising accountability and return on media investment by matching TV program audiences with the products and brands these audiences actually buy.

Media TRAnalytics® merges second-by-second measurement of TV viewing from set-top box data with purchasing behavior from shopper card data. TRA's innovative, patent pending single-source measurement gives clients the ability to utilize information about what advertising households receive and the products those same households actually buy. This insight enables TRA's clients to leverage purchase behavior to plan, buy and evaluate the best programming environments for their advertisements and continuously improve their ROI on ad spending.

"We are thrilled to have GroupM join our significant list of industry leading clients. The TRA focus of delivering improved business results for all media players continues to resonate with the industry and we look forward to working closely with GroupM to drive this evolution of improved media analytics," said Mark Lieberman, CEO of TRA, Inc.

"TRA's Media TRAnalytics® allows us to gain further insights into the utility of the set top box and its capabilities as well as providing us the ability to monitor overall impact on our clients' sales," said Lyle Schwartz, GroupM's Director of Implementation Research & Marketplace Analysis.

**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.

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