



News Release

Intel Capital Invests \$10 Million in TRA

SANTA CLARA, Calif., May 26, 2010 – [Intel Capital](#), Intel Corporation’s global investment organization, today announced a \$10 million investment in [TRA](#) (True ROI Accountability for Media®), a media planning, measurement and analytics software company. The investment is part of an \$18.2 million Series-C round lead by Intel Capital, which includes participation from existing investors Arbitron and WPP. TRA will use the funding for market expansion, continued technology innovation, data acquisition and hiring additional key personnel.

TRA provides a Web-based business intelligence platform, Media TRAnalytics®, that addresses the challenge of marketing accountability by matching 1.5 million households of TV data with 54 million households of purchase data for the largest single-source database -- 370,000 households. Since the official launch 2 years ago, broadcast and cable networks, consumer packaged goods companies and media agencies have been using Media TRAnalytics® to identify “the right audiences” in their media planning and selling to improve return on media investment.

“Media is driven by advertising and advertising in the 21st century is driven by data,” said Arvind Sodhani, president of Intel Capital and Intel executive vice president. “By leveraging connectivity, analytics and database technologies, TRA’s solutions align with Intel’s goal of discovering new and innovative technological solutions that have the potential to redefine traditional vertical industry ecosystems.”

“We welcome the support from one of the world’s leading technology companies in Intel,” said Mark Lieberman, chairman and CEO of TRA. “The investment will provide the resources and a great partner for TRA’s next stage of growth as we continue to improve advertising accountability for networks, advertisers and agencies looking to target ‘the right audience’.”

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Funding for the investment comes from the \$200 million [Intel Capital Invest in America Technology Fund](#). Announced in February, the fund invests in U.S.-based, growth-oriented industries to foster economic recovery and development and to anchor the nation's competitiveness on the global stage.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.5 billion in over 1,050 companies in 47 countries. In that timeframe, 175 portfolio companies have gone public on various exchanges around the world and 241 were acquired or participated in a merger. In 2009, Intel Capital invested US\$327 million in 107 investments with approximately 50 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About TRA

TRA, Inc. (True ROI Accountability for Media®, www.traglobal.com) is a media planning, 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 with over 45,000 man-hours invested into developing TRA’s Media TRAnalytics® platform. TRA’s clients include television networks, consumer packaged goods companies and media agencies. Investors include Intel Capital, 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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