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TRA Introduces Media TRAnalytics 2.0

Media TRAnalytics 2.0 Sets New Speed, Cost, and Flexibility Precedent for Creating Customized Media Measurement ROI Reports

New York, NY – April 28, 2008 – [TRA, Inc. \(http://www.traglobal.com\)](http://www.traglobal.com), developer of the only scalable advertising research system that creates intelligent media data by measuring and reporting [true ROI accountability](#) and transparency for advertising spend, today announced the availability of Media TRAnalytics™ 2.0.

Launched earlier this year, TRA brings precise measurement of advertising effectiveness by matching the ads people actually receive with the products those same people actually buy. For the first time, advertisers now have a way to find out precisely what they are receiving for their advertising spend, and can shift to better-producing media to lift ROI.

As announced earlier this week, MediaVest will be the first agency to use Media TRAnalytics 2.0.

The patent pending Media TRAnalytics 2.0 is a Web-based system which empowers clients to easily and cost-effectively create online Return on Investment (ROI), Audience Retention (AR), Advertising/Media Exposure (AME), Reach and Frequency (RF), and True Target Index (TTI) reports. Media TRAnalytics 2.0 provides clients with the ability to easily create customized reports, on the fly, using intuitive point and click wizards. Reports are created from combining anonymized household-level, census-type, brand exposure "hard" data such as television (set top box) data matched with household purchase and demographics data.

Media TRAnalytics 2.0 features and benefits include:

- Web 2.0 enterprise class system that offers fast report generation response time, using a massively scalable database able to process millions of households and terabytes of data;
- Delivery of reports and data via secure Software as a Service (SaaS), requiring no downloads or client-side code;
- Enabling integration – via APIs – into clients' legacy systems, including yield optimizers and proprietary modeling approaches;
- Pre-loaded "deep dive" demographics, psychographics, and behavioral purchase data that can be cross-analyzed against brand exposure;
- Empowering clients to upload their own anonymized household level data, and commercial schedules, for matching to the media, demographic/psychographic, and purchase data.

"TRA is the only viable single-source media and marketing research solution currently available which can create intelligent data for smart media," said Mark Lieberman, Chairman and CEO, TRA, Inc. "The TRA platform acts as an enhanced "refinery" that processes the valuable "crude oil" known as raw set-top box data while taking the additional required step of combining that set top box data with purchase data. The TRA refinery is the result of 10 years of experience in developing unique algorithms, which have been further improved by continually processing and analyzing hundreds of thousands of set top boxes since October 2007."

"MediaVest prides itself on fully utilizing proven technology advancements to drive innovative media measurement initiatives on behalf of its clients, and that is why we are the first media agency to deploy



the TRA platform,” said Jen Soch, VP, Director of Advanced TV, MediaVest USA. “TRAnalytics 2.0’s marriage of set-top box viewer data with the deepest level of demographics, psychographics and behavioral purchase data lets us clearly see whether TV advertising drove sales—and gives our clients the level of ROI they deserve.”

About TRA, Inc.

[TRA, Inc.](http://www.traglobal.com) (True ROI Accountability for Media -- <http://www.traglobal.com>) is a [media marketing research company](#) whose proprietary technology cost effectively matches the ads that people actually receive with the products people actually buy; giving advertisers, agencies, and media transparency, accountable measurement, and return-on-investment for their advertising spend. TRA’s Media TRAnalytics™ 2.0 provides Advertising/Media Exposure (AME), [Return on Investment](#) (ROI), Audience Retention (AR), Reach and Frequency (RF), and True Target Index (TTI) reports. TRA’s engine has the ability to analyze viewership data from television digital set boxes (DSTBs) as well as cross-tabulate second-by-second advertising audience data from a significant number of DSTBs with other media touchpoints, household demographics and actual household product purchasing data in the same homes. TRA’s Web-based research reports permit advertisers and agencies to reallocate their advertising, shifting money to advertising that produces higher sales per dollar.

Founded by Chairman and Chief Executive Officer Mark Lieberman, an experienced entrepreneur, and advertising industry measurement pioneer Bill Harvey, President and Co-Founder, TRA employs proprietary measurement technologies and proven algorithms developed and refined over a 10-year period. TRA’s founders have been in the media research industry for more than 25 years and have built and run digital media companies in the marketing research, video-on-demand, Internet video and information publishing industries.

In August of 2007, TRA closed its first institutional financing round led by Kodiak Ventures, WPP/Kantar Media Research and unnamed angels. MediaVest, a subsidiary of Paris-based Publicis Groupe, is TRA’s first agency to be using Media TRAnalytics 2.0. TRA’s [Board](#) includes John Billock, the former Vice Chairman and Chief Operating Officer of Time Warner Cable, Burt Manning, the former Chief Executive Officer of J. Walter Thompson, Bruce Barnet, the former President of Reed Elsevier North America, Chip Meakem, general partner from Kodiak Ventures, and Bill McKenna, the President of KMR, North America.

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