



FOR IMMEDIATE RELEASE

TRA Meets Year-End Momentum with Expansion of Executive Team and Advisory Board

New York, New York – December 08, 2008 – Leveraging off its recent announcement of the largest single source database ever and new customers, [TRA, Inc. \(http://www.traglobal.com\)](http://www.traglobal.com) announced today it is expanding its team to address significant business growth entering into 2009. With additions to the executive team and advisory board, the announcement of a Chairman of TRA's advisory board, and the signing of several new blue-chip customers position TRA for a profitable 2009 and strengthen TRA as a leader in media and advertising measurement.

"When we created this company and set out to fulfill a significant need in the industry, we knew it would be a fast-paced business based on advertising's need for true accountability," said Mark Lieberman, CEO of TRA. "It's hard to believe we launched less than a year ago, and it's an understatement to say that the growth we've realized has exceeded our expectations. We're excited about the positive direction we're heading in, and are looking forward to working with our customers this coming year and beyond."

Additions to Executive Team

TRA has hired media industry veteran Steve Walsh as senior vice president of sales. Working closely with Jim O'Hara, executive vice president of sales, Walsh will be responsible for closing new accounts. Walsh has spent more than two decades selling to and managing relationships with executives at clients such as ABC, NBC Universal, and FOX. He has held senior level sales and management positions at IMMI, Experian Research Services, IAG Research and Nielsen Media Research.

In addition, Frank Lizza will join TRA as Vice President of Services, where he will support the custom analyses of TRA's growing single source database. Lizza is the former vice president of Business and Consumer Insights at Information Resources, Inc., where he was in charge of product development, research and management of internal teams.

"Our team consists of an established group of executives known for their successes in the media and advertising industries," Lieberman said. "These folks are coming on at a time when TRA is experiencing some great momentum and we look forward to leveraging their proven expertise to take our business to the next level."

Expansion of TRA Advisory Board

Last year, TRA established an advisory board of advertising, broadcast, technology and media industry thought leaders. Merrill Brown, who joined the Advisory Board earlier this year, has been named as the Chairman of TRA's Advisory Board. Previously, Brown served as Senior Vice President, RealNetworks' RealOne Services from August 2002 through August 2003, where he was responsible for all programming, subscription sales, marketing, advertising sales and technology. Brown was also the first editor-in-chief of MSNBC.com in 1996 and rose to senior vice president.

Rick Sirvaitis, a media industry veteran for 37 years has been added to TRA's Advisory Board. Sirvaitis runs media and marketing consultancy RS Media Marketing and has provided consulting to such clients as Google TV, the NFL Network, and Gemstar/TV Guide. He is also co-founder of StoreBoard Media, a new out-of-home media option and is currently an Entrepreneur in



Residence for Constellation Ventures. Rick previously served as President and COO of GM Mediaworks, the consolidated media buying unit for all General Motors divisions including network and cable TV purchasing in New York and print and Internet buying.

“The caliber of our board of directors and advisory board members has helped TRA get to where it is today,” added Lieberman. “Rick Sirvaitis will be a tremendous addition to the existing team of advisors. Merrill Brown has brought remarkable business acumen and market knowledge since he came on advisory board a few months ago and we trust him to lead our advisory board, the finest team of industry thought leaders.”

New Customers Leverage TRA’s Single Source Database

Preceding this momentum, in November TRA announced the addition of several new customers, including Discovery Communications, to the company’s growing client roster. These customers now have the ability to use TRA’s online reporting engine, Media TRAnalytics™, which includes anonymous TV tune in data from 1.5 million households and an overall anonymous single source database of 370,000 households nationwide, which is an aggregation of tune in data from set-top boxes, household purchase data and household demographic data.

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 data, 55 million households of purchase data and the largest single source database ever – 370,000 households. 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 with 30,000 man-hours invested into developing TRA’s Media TRAnalytics™ platform over the past year. Investors include Kodiak Venture Partners and WPP/Kantar Media Research and angels. MediaVest, a subsidiary of Paris-based Publicis Groupe, is TRA’s first agency to be using Media TRAnalytics™. 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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