

TRA EXCLUSIVELY LICENSES MEDIA TRUST TECHNOLOGY

Enhances TRA's ROI Services

New York, NY – June 22, 2010 – TRA, Inc., a technology, software and research company, announced today from ARF's Audience Measurement 5.0, additional features to help advertisers, media agencies, and networks improve their return on media investment. TRA has signed an agreement exclusively licensing Media Trust intellectual property in order to add new ROI features that enhance the ability of TRA's patented online system Media TRAnalytics® to help advertisers understand the sales and brand impact of their advertising.

TRA's newly added Media Impact™ and Brand Family™ services will enable clients to understand which programs, networks and day parts provide the greatest ROI lift by product category and how advertising impacts each brand and sub-brand of a product. Both of these new capabilities provide advertisers, agencies and networks with valuable insights to incorporate into their media decisions.

Media Impact™ provides the ultimate response metric, isolating the medium's contribution to sales. It quantifies the incremental sales lift potential of the media environment itself (program, network, and day part) on top of the sales lift generated by the creative, within each product category. By combining this metric with the purchaser target index, the buy can be optimized to produce the greatest lift in ROI.

Brand Family™ helps advertisers understand the relationship between the various campaigns within a parent brand. It answers the question of which creative is working hardest to drive sales for each of its sub-brands and how they all combine to impact the parent brand. As a result, the interactions among multiple brands and their campaigns can be optimized to increase sales for the entire brand family.

Mark Lieberman, Chairman and CEO of TRA, Inc. said: "TRA's single-source database provides advertisers, agencies and networks with powerful ways to improve advertising accountability. We are committed to continue offering clients cutting edge intellectual property like these new ROI features."

Leslie Wood, Chairman of Media Trust added: "TRA is a leader in using technology to increase the ROI of television advertising. Combined with TRA's unparalleled viewing and purchase data, Media Impact™ and Brand Family™ are strong new features in the media buying and selling process."

About TRA

TRA, Inc. (www.traglobal.com) is a technology, software and research company that helps advertisers, agencies and television networks improve advertising accountability and return on media investment. TRA's patented Media TRAnalytics® is a web based platform that matches the advertising households actually receive with the products the

same households actually buy, enabling TRA's clients to find “The Right Audience™” while providing an unmatched level of transparency, measurement, media planning/selling and improved ROI. TRA's investors include Intel Capital, Kodiak Venture Partners, WPP and Arbitron. TRA is the recipient of the BeyeNETWORK's 2009 ‘Vision Award’ for Business Impact in Analytics. TRA is certified under ISO 27001, the information security management system standard published by the International Organization for Standardization (ISO) designed to ensure security controls for protecting information assets.

About Media Trust®, LLC

Media Trust is a partnership among many of the thought leaders from around the world who have invented and evolved single-source data analysis into a set of uniquely precise, insightful and actionable tools for increasing advertising and media ROI. These tools are applied by Media Trust directly for clients in custom analyses as well as licensed for broader distribution. The partners are:

- Colin McDonald, inventor of single-source data analysis
- Bill Moran, framer of original marketing profitability principles
- Leslie Wood, single-source pioneer since the 1980's
- Walter Reichel, Media Director Ted Bates; single-source pioneer since the 1980's
- Bill Moulton, President of BASES, IPSOS-ASI, and Marketing Science Institute
- Jim Spaeth, President ARF and single-source pioneer since the 1980s
- Ed Binkowski, statistician providing technical rigor for today's single-source

Contact:

Josh Raffel

Hiltzik Strategies

jraffel@hstrategies.com

212-430-5056