

## **TRA IS GRANTED U.S. PATENT COVERING ITS UNIQUE ROI TECHNOLOGY**

*TRA Matches the Advertisements Households Actually Receive  
With the Products They Actually Buy*

New York, NY, June 3, 2010 – This week, the United States Patent and Trademark Office issued a patent to TRA covering the technology and processes TRA uses to provide TV networks, agencies, and advertisers with a unique solution to improve accountability and return on media investment. By matching the ads households actually receive with the products the same households actually buy, TRA technology identifies The Right Audiences™.

The Media TRAnalytics® platform is TRA's scalable end-to-end web based business intelligence platform that addresses the challenge of marketing accountability by matching large databases. TRA currently anonymously matches 1.5 million households of TV data with 54 million households of purchase data to create the largest single source database ever, 370,000 singlesource households. Since TRA's official launch two years ago, broadcast and cable networks, advertisers and media agencies have been using the Media TRAnalytics® platform for media planning and selling, ROI measurement and second-by-second audience measurement (ratings).

U.S. Patent No. 7,729,940 (the "940 patent"), entitled, "Analyzing Return on Investment of Advertising Campaigns by Matching Multiple Data Sources" also covers TRA's solutions for integrating other types of media and purchase data as well as TRA's report metrics, Application Programming Interfaces (APIs), multivariate analytics, algorithms and privacy solution.

TRA's Chairman and CEO, Mark Lieberman, stated "We founded the company on the principle of fulfilling the unmet need in the marketplace for accountability in advertising. Securing the '940 patent demonstrates our commitment to the importance of intellectual property and helping our clients improve their business results through technological innovation."

Last week, Intel Capital, the global investment organization of one of the world's leading technology companies, announced a \$10 million investment in TRA as part of a larger Series C financing for TRA's next stage of technological growth.

### **About TRA**

TRA, Inc. ([www.traglobal.com](http://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.

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