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TRA's Bill Harvey Honored with Advertising Research Foundation's 2008 Great Mind Award

New York, NY – April 7, 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, announced today that its president and co-founder, Bill Harvey, has been named the recipient of the Advertising Research Foundation's (ARF) Great Mind Award in the Member Recognition category at the 2008 ARF Annual Re:think convention and expo.

The member recognition award is given to individuals who have made an outstanding contribution to the ARF in the prior year. From above-and-beyond duty to providing pro-bono services, the award recipient is honored for significant contributions to the success of the ARF and excellence in the advertising research industry.

In presenting this year's award at the ARF conference, Judith Ricker, Division President, Marketing Communications Research of Harris Interactive said, "Bill Harvey is another industry stalwart who shows no signs of slowing down. Bill has just founded TRA, short for 'True ROI Accountability for Media'. TRA's goal is to bring the granularity of a large single-source database to marketing mix models in order to capture the true range of media performance. For four decades, Bill has tirelessly brought to the ARF podium the vision of the 'Next Century Media', and he was first to measure the TV audience to media research standards using set top boxes, and the first to publish the idea of passive peplemeter and addressable commercials."

"I congratulate Bill Harvey for receiving this well-deserved and prestigious award from the ARF," said Mark Lieberman, Chairman and CEO, TRA, Inc. "As one of the nation's leading media research pioneers, Bill is indeed an industry legend and icon. His vast accomplishments have had profound and lasting effects on the industry, and, with TRA, he continues to set the pace in inventing remarkable and innovative advances in media marketing research."

Harvey has spent more than 35 years leading the way in the area of media research with special emphasis on New Media. As the 24 year-old strategy head of the American Research Bureau (now Arbitron), he invented the Area of Dominant Influence, or ADI, an audience-based definition of television markets that Nielsen emulated as the DMA, and which *Sales & Marketing Magazine* called "the most widely used marketing tool in the world today." Harvey was also the founder of New Century Media and New Electronic Media Science, third party research companies serving 70+ of the top 100 advertisers. Additionally, Harvey has served in executive roles at Interpublic, Grey Advertising, and OpenTV.

About TRA, Inc.

[TRA, Inc. \(http://www.traglobal.com\)](http://www.traglobal.com) is a [media market 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 Online Reports will provide both [Television Audience Measurement](#) (TAM) and [Return on Investment](#) (ROI) data. TRA's engine has the ability to cross-tabulate second-by-second advertising audience data from a significant number of television digital set boxes (DSTBs) with other media touchpoints and actual household product purchasing data in the same homes while protecting the privacy of the household. TRA's Web-based dashboard research reports permit advertisers and agencies to reallocate their advertising, shifting money to advertising that produces higher sales per



dollar. TRA was founded by industry experts who have been in the media research industry for more than 25 years and have built and run digital media companies in the market research, video-on-demand, Internet video and information publishing industries. TRA's board is comprised of experienced financial investors and strategic investors representing key players in the media ecosystem.

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