

**TRA SIGNS UP MTV NETWORKS TO USE TRA'S MEDIA TRANALYTICS® –
THE INDUSTRY'S PREMIER SOLUTION TO MEASURE AND IMPROVE
THE IMPACT OF TELEVISION ADVERTISING ON BRAND SALES**

*TRA Establishes Advertising Effectiveness and Helps Improve ROI by Matching
Advertising Households Receive with Products They Actually Buy*

New York, NY – March 24th, 2010 –TRA, Inc. announced today that MTV Networks (MTVN) has signed up to use TRA's Media TRAnalytics®, the industry's premier solution to measure advertising effectiveness by establishing the impact of television advertising on sales. Media TRAnalytics® merges second-by-second measurement of TV viewing from set-top box data with verified offline purchasing behavior from shopper card data across multiple categories.

With Media TRAnalytics®, TRA's clients can help marketers target the audiences that actually purchase their products. TRA's innovative, patent pending single-source measurement helps clients understand how the television advertising a household receives matches up with the products that household buys.

“We are excited to be working with MTV Networks' market leading and innovative cable channels as they help their advertisers improve their ROI,” said Mark Lieberman, Chairman and CEO of TRA, adding that “the MTV Networks team has been highly engaged during the evaluation of Media TRAnalytics® and we look forward to a long and fruitful relationship.”

“With its unique combination of media measurement and purchase behavior data, TRA's Media TRAnalytics® will be a powerful tool for MTV Networks to help marketers laser-target their consumers across our channels,” said Colleen Fahey Rush, Executive Vice President of Strategic Insights and Research, MTV Networks.

The TRA solution combines 1.5 million households of TV data with 54 million households of purchase data for a 370,000 household sample that includes the deepest level of behavioral purchase information as well as demographics data, available. Media TRAnalytics® is a web-based solution that provides “to the second” single-source measurement, while maintaining the privacy and anonymity of consumers. TRA's licensed clients now include major broadcast and cable networks as well as advertisers and agencies.

About TRA, Inc.

TRA, Inc. (True ROI Accountability for Media -- <http://www.traglobal.com>) is a media measurement and analytics software company whose proprietary patent pending web-based business intelligence 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 set top box data from multiple software platforms; 54 million

households of purchase data and the largest single source database ever – 370,000 households which provides “to the second” single-source measurement, while maintaining the privacy and anonymity of consumers. TRA employs proprietary measurement technologies and proven algorithms developed and refined over a 10-year period with 40,000 man-hours invested into developing TRA’s Media TRAnalytics® platform over the past 2 years. TRA’s clients include television networks, consumer packaged goods companies and media agencies. Investors include Kodiak Venture Partners, WPP and Arbitron, Inc. TRA is the recipient of the BeyeNETWORK’s 2009 ‘Vision Award’ for Business Impact in Analytics. 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.

Contacts for TRA, Inc.:

Josh Raffel

Hiltzik Strategies

(212) 430-5056

JRaffel@hstrategies.com

Meghan Hurlbut

Hiltzik Strategies

(212) 430-5055

MHurlbut@hstrategies.com