

TRA CONTINUES ITS GROWTH BY EXPANDING ITS EXECUTIVE TEAM AND ADVISORY BOARD

*Veteran Media and Technology Executives Will Help
Build Upon TRA's Relationships with Advertisers and Networks
as well as Expand Its Product Development Capabilities*

New York, NY July 8th, 2010 – TRA, Inc., a media measurement and analytics software company whose products help advertisers, agencies and television networks improve advertising accountability and return on media investment, continued its growth by announcing three new executive appointments and a new advisory board member. The new additions to the TRA team will help expand its client relationships while enhancing its patented research and technology solution.

- Fariba Zamanian, SVP Sales, brings over 10 years in research analytics and domain expertise to TRA. Zamanian was an SVP at The Nielsen Company where she was an analytic consultant and partner advising national TV campaigns for leading blue-chip pharmaceutical manufacturers. Prior to Nielsen, she was a Vice President at Ipsos North America.
- Bob Pares formerly VP of Audience Research & Measurement – Sales at TiVo, will become TRA's SVP Network Sales and will help build upon TRA's relationships with broadcast and cable networks. Prior to TiVo, he was an SVP at GfK NOP where he managed the consulting services for the *Roper Reports* research program.
- Jonathan Sims was previously a consultant to Microsoft and led corporate research as Comcast Spotlight's VP Research. He will become VP Product Management where he will be overseeing product management, working closely with TRA's engineering team, sales force and customers.
- Jack Myers, one of the media industries leading visionaries and economic forecasters will provide strategic counsel as a member of TRA's Advisory Board, which already includes experts in media, advertising and technology.

Mark Lieberman, Chairman and CEO of TRA, Inc. said: "TRA continues to attract strong and experienced executives as we help our clients improve advertising accountability and ROI on ad spending. We are excited that Bob, Fariba and Jonathan have joined the team and are looking forward to Jack sharing his renowned expertise on our Advisory Board."

TRA provides a Web-based patented business intelligence platform, Media TRAnalytics® that addresses the challenge of marketing accountability. Since the official launch 2 years ago, broadcast and cable networks, consumer packaged goods companies and media agencies have been using Media TRAnalytics® to identify "the right audiences" in their media planning and selling to improve return on media investment.

About TRA

TRA, Inc. (www.traglobal.com) is a media measurement and analytics software company whose products help advertisers, agencies and television networks improve advertising accountability and return on media investment. TRA's 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. On June 1, 2010, TRA was issued U.S Patent No. 7,729,940, entitled “Analyzing Return on Investment of Advertising Campaigns by Matching Multiple Data Sources.”

Contact for TRA, Inc.:
Josh Raffel
Hiltzik Strategies
(212) 430-5056
JRaffel@hstrategies.com