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TRA CHOOSES KOGNITIO'S WX₂ AS THE UNDERLYING DATABASE SOLUTION FOR TRA'S MEDIA TRANALYTICS™ ROI MEASUREMENT SOLUTION

TRA will use Kognitio's WX₂ to store granular viewing information from TV set top boxes matched with point of sales data

LAS VEGAS, February 23rd, 2009 — Kognitio®, a leading global provider of business intelligence (BI) and data warehousing solutions, today announced that TRA, Inc. (True ROI Accountability for Media -- <http://www.traglobal.com>), a media and marketing research company, has chosen Kognitio's WX₂ purpose-built analytical database to house TRA's fast-growing viewing and purchase database.

The announcement was made today at The Data Warehousing Institute's World Conference, where Kognitio is a participating vendor.

TRA is a media and marketing research company whose proprietary patent pending platform, Media TRAnalytics™, 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 data, 55 million households of purchase data and the largest single source database ever – 370,000 households.

TRA said it chose WX₂ because, based on database growth projections, its current commercial database platform was not going to be able to perform the rapid analyses demanded by its customers in the future. "We put several companies' products through a rigorous set of tests," said Brian Canning, TRA's Chief Technology Officer. "We concluded that WX₂ was the only database solution capable of meeting the combination of powerful performance and agility that our Media TRAnalytics™ application requires."

Canning further noted that “while there are several solutions on the market right now, only Kognitio satisfied all of the TRA requirements from installation, through end-user ease-of-use.”

“Companies no longer have the luxury of leisurely implementing software that may or may not deliver as promised,” said John K. Thompson, Kognitio’s Chief Executive Office of North American Operations. “WX₂’s proven ability and flexibility allows firms like TRA to implement the software and begin using it to obtain the answers they need to do business more efficiently and profitably. For companies like TRA, whose business and value is entirely comprised of information and information management, WX₂ is the best choice for their mission-critical infrastructure and access needs.”

Now in its sixth generation, Kognitio WX₂ is the most mature analytical database of its type on the market today, capable of helping mid-sized and larger enterprises alike gain unprecedented analytical access to, and insight from, massive amounts of data, thus allowing them to remain ahead of their competitors. More than twenty years of development enables Kognitio WX₂ users to reliably gain greater benefits in less time; by enabling users to query, in detail, vast amounts of granular data in just seconds, tests have shown WX₂ consistently obtains results several times faster than competing data warehouse appliances and up to 60 times faster than typical software-only databases.

About TRA, Inc.

TRA, Inc. (True ROI Accountability for Media -- www.traglobal.com) is a media and marketing research company whose proprietary patent pending 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 data, 55 million households of purchase data and the largest single source database ever – 370,000 households. Founded by Chairman and Chief Executive Officer Mark Lieberman, an experienced entrepreneur, and advertising industry measurement pioneer Bill Harvey, President and Co-Founder, TRA employs proprietary measurement technologies and proven algorithms developed and refined over a 10-year period with 30,000 man-hours invested into developing TRA’s Media TRAnalytics™ platform over the past year. Investors include Kodiak Venture Partners and WPP/Kantar Media Research and angels. MediaVest, a subsidiary of Paris-based Publicis Groupe, is TRA’s first agency to be using Media TRAnalytics™. 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.

About Kognitio

Kognitio (www.kognitio.com) is an innovative, technology-rich company, providing leading-edge solutions to business problems that require the acquisition, rationalization and analysis of large or complex data. Kognitio’s WX₂ is the industry’s fastest and most scalable analytical database on the market, giving firms the ability to turn their raw data into valuable business insight fast, and empowering its customers to realize comprehensive answers to critical business questions.

Globally headquartered in Bracknell, UK, with North American headquarters in Chicago and offices in New York, Kognitio delivers competitive advantage to its clients across a wide range of industries, including telecommunications, financial services and utilities. More information is available by phone at 312.268.5725.

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