



FOR IMMEDIATE RELEASE

Leading Advertising Measurement Executive Andrea Mezzasalma Joins TRA Advisory Board

Former TNS Executive to Aid Further Strengthening of Company's Expansion into New Markets and Initiatives

New York, New York – February 9, 2009 - TRA (<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, today announced the appointment of Andrea Mezzasalma to its Advisory Board. Mr. Mezzasalma will be lending his expertise to TRA on strategic corporate initiatives and global partnerships. This further strengthens the company's Advisory Board and Board of Directors comprised of Media, Advertising, Research and Technology thought leaders.

Mr. Mezzasalma has extensive experience in leading and building global research ventures, with a track record of developing ground-breaking innovations in media measurement, targeting and single-source. He was the Global Sector Head of TNS Media Research and before that Partner and VP of Research Methods and Technologies for Eurisko in Milan, Italy. He also has served as a consultant to major market research agencies and is an entrepreneur.

"Andrea Mezzasalma's expertise and insight will be a great benefit to TRA, its customers and partners in the industry both domestically and abroad," said Mark Lieberman, CEO and Chairman of TRA Inc. "His joining TRA's Advisory Board is another sign of the value proposition that TRA has to offer. We are looking forward to working with him to further grow the company and provide the best ROI solution for our customers."

"I'm highly impressed by the technical and commercial advancements that TRA has made since its founding," said Andrea Mezzasalma. "I'm very excited at the opportunity of helping TRA with new business opportunities and potential international partnerships."

TRA offers the largest resource for U.S. [television audience measurement](#) against purchase measurement in history. TRA's online reporting engine, [Media TRAnalytics™](#), includes anonymous TV tune-in data from 1.5 million households and an overall anonymous [single source database](#) of 370,000 households nationwide, which is an aggregation of tune in data from set-top boxes, household purchase data and household demographic data.

About TRA, Inc.

TRA, Inc. (True ROI Accountability for Media -- <http://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.

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