

MRI's AdMeasure Gains Six More Media Agencies, Publishers

--Shift Toward Market Adoption of Print Ad Ratings Gains Momentum--

NEW YORK, NY, March 15th, 2010—Mediamark Research & Intelligence (MRI) announced today that six more media agencies and publishing companies have subscribed to MRI's *AdMeasure*, the industry's first ad ratings service for major consumer magazines.

Initiative Media, MPG and Universal McCann have subscribed to *AdMeasure* for 2010, along with Conde Nast, ESPN The Magazine and Hearst Magazines. They join a growing list of *AdMeasure* subscribers, including Time Inc., The Meredith Corporation, Starcom USA and Group M.

Launched in June 2009, *AdMeasure* sharpens the focus of magazine accountability by moving the needle from measuring the "opportunity to see" a print ad to measuring how many readers actually saw the ad, as well as how many took an action as a result of seeing it.

"*AdMeasure* has the potential to place magazines on an equal footing with other media in terms of providing accountability metrics," said Kathi Love, President and CEO of MRI. "It's been a rough couple of years for the magazine industry, to say the least. Many in the industry believe more relevant measurement is key to helping the medium retake some of the lost market share. With more and more publishers and agencies adopting *AdMeasure*, the industry is pretty quickly reaching a tipping point in its ability to give advertisers the ROI feedback needed to prove magazines' value."

AdMeasure provides audience metrics for every national ad in every issue of the approximately 200 magazine titles under measurement by MRI, giving print advertisers and their agencies reliable ROI metrics for effectively all insertions comprising a print campaign--as well as those of their competitors.

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About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>.