

**TRA AND EXPERIAN AUTOMOTIVE JOIN FORCES TO LAUNCH TRA'S
"Media TRAnalytics® TV AUTO RATINGS"**

For the First Time, Auto Brand and Category Ratings Provide Industry-Leading TV Advertising Solution for the Automotive Category

New York, NY and Schaumburg, IL., - January 26, 2012 - TRA Inc., a leading media marketing and analytics software company and Experian Automotive, a leader in providing information services and market intelligence to the automotive industry, today announced the launch of TRA's "Media TRAnalytics® TV Auto Ratings", a patented software solution enabling advertisers to accurately target the networks and programs that best reach desired consumers by automatically matching automotive registration data with television tuning data at the household level. Through this relationship, the web-based service creates proprietary ratings for specific automotive brands and categories, dramatically improving the precision and accountability of the media buying process.

Media TRAnalytics® TV Auto Ratings enables advertisers and networks to identify the right TV programming based on the make and model of automobile purchases by households watching specific networks and programs. By matching households of television tuning and automotive registration data from Experian Automotive's North American Vehicle Database (NVDB), TRA provides advertisers, advertising agencies and television networks the industry's only household-level single-source solution to plan, buy, sell and evaluate the automotive industry's current investment in television advertising. The auto single-source database is nearly 700,000 households, an unprecedented match.

"Now, for the first time, the automotive industry is enabled to focus their television advertising dollars, providing far greater return on investment than ever before," said Mark Lieberman, CEO of TRA, Inc. "At the same time, television networks can go to market and sell against the most accurate value propositions available today. By placing advertisements on the right networks within the right programs, we are establishing a new standard for targeting, measurement and accountability in the automotive category."

"We are excited to work with TRA to launch a product that will provide our automotive clients' greater insight of their customers on a household level," said Scott Waldron, president of Experian Automotive. "Having this information helps them in having a better understanding of the market, the vehicles, and the people who buy them."

"TV Auto Ratings" is the newest addition in TRA's Media TRAnalytics®, a patented web-based business intelligence software solution that matches second-by-second TV tuning data from set-top boxes in 2.2 million households with consumer purchase data for Consumer Package Goods (over 500,000 single-source households) and Pharmaceuticals (over 900,000 households).

The launch of "TV Auto Ratings" is the next step in TRA's existing relationship with Experian Audience IQSM, a full-service data-driven advertising platform. In September 2010, TRA announced a feature that enabled clients to measure the impact of TV ads on auto sales. It combined aggregated automotive ownership data from Experian's Auto Market Statistics product with that from TRA's own TV set-top-box database.

About TRA, Inc.

TRA, Inc. (www.traglobal.com) is a media marketing and analytics software company whose products help advertisers, agencies and television networks improve advertising targeting, accountability and return on media investment. TRA's Media TRAnalytics® is a web-based platform that matches the TV 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. Licensed users of Media TRAnalytics® include 4 of the top 10 advertisers, 45 of the top 100 brands, as well as the top agencies and networks. TRA's investors include Intel Capital, Kodiak Venture Partners and Arbitron. 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. TRA owns U.S. Patent No. 7,729,940, entitled "Analyzing Return on Investment of Advertising Campaigns by Matching Multiple Data Sources"; U.S. Patent No. 8,000,993 and U.S. Patent No. 8,060,398, entitled "Using Consumer Purchase Behavior for Television Targeting"; and patents pending.

About Experian Automotive

Experian Automotive is a leader in providing information services and market intelligence to [manufacturers](#), [dealers](#), [finance](#), [insurance](#) and [aftermarket](#) companies, helping them increase customer loyalty; target and win new business; and make better lending, purchasing and production decisions. Experian's [AutoCheck](#) reports provide customers with in-depth vehicle history information to confidently understand, compare and select the right vehicle. Its North American Vehicle DatabaseSM houses more than 650 million vehicles and, when combined with Experian's credit, consumer and business information assets, meets the industry's growing demand for an integrated information source. Experian technology supports top automotive businesses, including eBay Motors, O'Reilly Auto Parts, Affinia, CarMax and NADAguides.com. For more information on Experian Automotive and its suite of services, visit our Website at <http://www.experianautomotive.com>.

About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 80 countries. The company helps businesses to [manage credit risk](#), [prevent fraud](#), target marketing offers and automate decision making. Experian also helps individuals to check their [credit report](#) and [credit score](#) and protect against [identity theft](#).

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2011, was \$4.2 billion. Experian employs approximately 15,000 people in 41 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

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

Experian and the Experian marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the property of their respective owners.

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