

TRA, INC. AWARDED NEW PATENT FOR IMPROVEMENTS IN USING BIG DATA FOR TELEVISION ADVERTISING TARGETING

New York, NY - February 9, 2012 - TRA Inc., a leading media marketing and analytics software company, today announced that the U.S. Patent and Trademark Office issued on February 7, 2012 the company's fourth patent, entitled, "Using Consumer Purchase Behavior For Television Targeting" (U.S. Patent No. 8,112,301). Affirming the validity of TRA's unique system for matching television viewership and consumer purchase behavior for targeting television advertising, the Patent Office also approved claims covering a number of future integrations of various data sources, including:

- Integrating the system with an advertising network, agency optimizer system or yield management system.
- The use of people identification tools beyond household data.
- The use of survey data.
- The use of program code and commercial code data embedded within programming content.
- The use of data collected from metering devices.
- The use of data to drive addressable and video-on-demand advertising.

TRA's advertiser, agency and network clients have recognized improved sales through TRA's current targeting capabilities. The use of consumer purchase behavior linked to television viewing at the household level through TRA's Media TRAnalytics® platform is driving improved efficiency and effectiveness within the \$60 billion TV advertising investment.

"No other company has the ability to use Big Data to target television programming as accurately as TRA, and the newest member of our patent family confirms our leadership and commitment to innovation," said Mark Lieberman, CEO and co-founder, TRA, Inc. "We are very pleased that the patent was issued after a thorough and comprehensive review by the U.S. Patent and Trademark Office which included all recently cited prior art."

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 web-based Media TRAnalytics® platform 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 the Media TRAnalytics® platform 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, U.S. Patent No. 8,060,398 and U.S. Patent No. 8,112,301, all entitled "Using Consumer Purchase Behavior for Television Targeting).

For more information, please contact:

Meghan Newton or Bennett Kleinberg
Goodman Media International for TRA, Inc.
(212) 576-2700

mnewton@goodmanmedia.com

bkleinberg@goodmanmedia.com