

Every time you watch a TV show, listen to the radio, or go to a movie, you are one of the few deciding the hits and misses of American entertainment. ▶



You have been scientifically selected to be one of only several thousand members of the new IMMI national media panel.

As a member of this new media research project, you will be issued a state-of-the-art cell phone with voice, text, and data service at no cost.

- ▶ You simply carry the phone with you and use it as you would any personal and business cell phone.
- ▶ You can keep your current phone number and we'll pay the cancellation fees on your old account, if there are any.

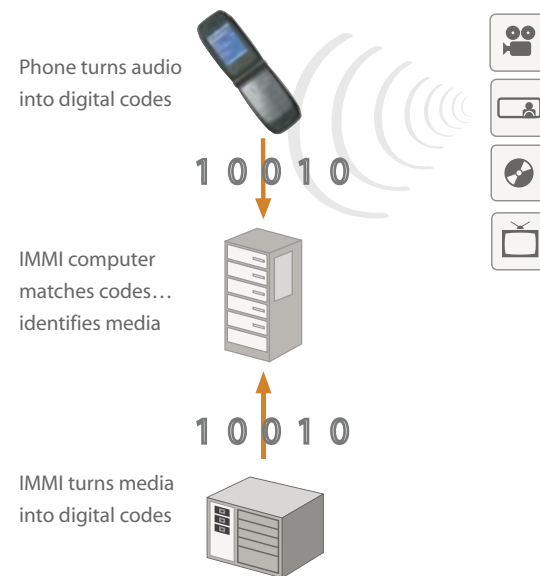
IMMI provides each panel member with a cell phone and nationwide service. You use it as your personal cell phone.



An IMMI representative will call you in the next few days. Please accept this call and ask any questions you may have...or you can call us at 800-980-0656.

Since you were one of the few selected, it's important to us that you participate.

Your media experiences are combined with data from several thousand other panel members nationwide to create statistics for producers, advertisers, and networks. IMMI is also working with Nielsen TV Ratings.



Your IMMI cell phone converts media audio around you into digital codes and uploads it. IMMI central computers collect local and national media and convert it into digital codes.

By matching the codes, IMMI identifies what TV programs, radio, movies and other media you are exposed to. Because it works only by matching codes, your conversation, and any non-media audio is never identified.

None of your conversations, or any non-media audio is recorded or identified.

Welcome to the IMMI Research Panel. Read All About It.



Q. Why can't I just use the cell phone I already have?

A. We supply you with a phone that runs the IMMI software. It's a state-of-the-art cell phone that combines an Internet computer, great phone, and music player. You will keep your old phone number, and we will make switching from your old phone easy and cost-free.

Q. Why do you want me?

A. People like you have been chosen to be representative of national and local audiences across the U.S.

Q. What if I don't watch much TV?

A. Some people watch a lot of TV and others watch almost none. IMMI needs all kinds of people to participate.

Q. How do I sign up?

A. We'll call you in a few days. When we call, ask any questions you may have.

Q. Wait, what if I have more questions right now?

A. Go to www.immi.com/newcandidate, or call us at 1-800-980-0656.

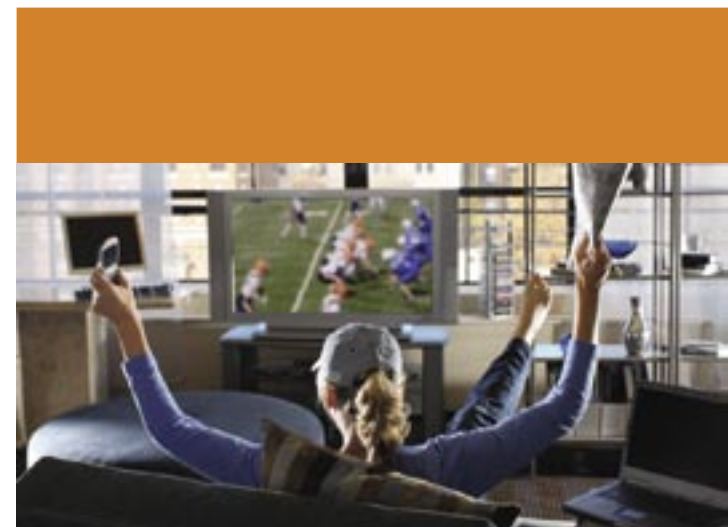
About IMMI

Integrated Media Measurement, Inc. is working with the Nielsen TV Ratings organization and major entertainment companies.

We are a national media research company using new cell phone technology to understand what Americans watch on television, listen to on radio, or see in movie theaters. As an IMMI research panel member, you are very important to IMMI. Your choices will represent millions of Americans.

IMMI meets or exceeds all industry standards for privacy protection.

immi
Integrated Media Measurement Inc.



Integrated Media Measurement Inc.

1510 Fashion Island Blvd.
San Mateo, CA 94404

www.immi.com/newcandidate

Toll free: (800) 980-0656

