

For Immediate Release

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**BILL MCKENNA NAMED PRESIDENT AND CEO OF
INTEGRATED MEDIA MEASUREMENT INC.**

**Veteran media and marketing executive brought on-board
to oversee research and measurement firm**

SAN MATEO, CA, January 14, 2009 – Integrated Media Measurement Inc. (IMMI), a leading provider of consumer behavior and audience exposure data to media companies and advertisers, announced today that Bill McKenna, a veteran media and advertising measurement executive, has been named President and CEO of the company.

“We are delighted to have Bill join our team and help guide us through the next phase of IMMI’s evolution as a leading global media measurement company,” said Tom Zito, Chairman and Co-Founder of IMMI. “We are focusing our resources on the completion of a single-source, cross-platform measurement product that tracks media consumption on television, computer screen, mobile device and radio, and look forward to launching our new multi-screen panels in the not-too-distant future.”

Prior to assuming the IMMI CEO position McKenna served as CEO of KMR North America and its KMR, Inc. and Mediafax, Inc. business units. In addition to his responsibilities at IMMI, McKenna serves as Chairman-Founder of Mediafax, Inc., continuing to play a role in Mediafax, the leading Caribbean marketing and media research firm based in Puerto Rico that McKenna founded in 1988. Mediafax is an operating unit of Kantar Media Research, the media research unit of The Kantar Group and division of WPP Worldwide Ltd. In January 2008 WPP/KMR made a significant strategic investment in IMMI, with McKenna actively involved in WPP’s investment decision.

“In the US and a growing number of international markets, media owners, content providers and advertisers are moving beyond fixed in-home electronic peplemeter TV measurement systems and demanding consumer-centric measurement of the new electronic media platforms that consumers are adopting at an accelerated pace,” said McKenna. “Media consumption is no longer in-home and by appointment. Armed with client-supported tests conducted in six major US markets, IMMI’s cellular-phone based technology demonstrated a unique ability to accurately capture consumer cross-platform media usage on a 24/7 basis. In 2009 we are taking IMMI’s technology to the next level with the goal of offering clients a flexible IMMI service that supports representative, accurate, cost-effective and flexible consumer panel operations in global media markets.”

Integrated Media Measurement Inc. (IMMI) is the developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media exposure 24/7 and helps businesses evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at <http://www.immi.com>.

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