

For Immediate Release

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SAN MATEO, CA, November 11, 2008 – The following statement was released today by Tom Zito, CEO and Chairman of Integrated Media Measurement Inc.:

“We are delighted to have worked with the talented people at Nielsen on the Out-of-Home Ratings product, and are obviously sad to see it go prematurely. That said, we are now focusing our resources on the completion of our single-source, cross-platform measurement product that tracks media consumption on television, computer screen, mobile device and radio. IMMI is continuing to work with clients to provide them with research and information, and looks forward to launching our new multi-screen panels in the not-too-distant future.”

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 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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