

For Immediate Release

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**IMMI FORGES FORWARD**  
**WITH \$25 MILLION IN SERIES C FUNDING**

**Leading media measurement company closes Series C funding**  
**led by WPP's Kantar Media Research**

SAN MATEO, Calif. and LONDON, England, Jan. 24, 2008 – Integrated Media Measurement Inc. (“IMMI”), a leading provider of data and insight to media companies and advertisers by linking media exposure to consumer behavior, announced today it had closed a \$25 million Series C financing. The financing is being led by Kantar Media Research (“KMR”), the media research division of WPP, one of the world’s largest communication services groups. Existing investors Draper Fisher Jurvetson and Advanced Technology Ventures also participated in the round.

Concurrent with the funding, Jeff Krentz, Executive Vice President Corporate Development and Strategy for Kantar, will join the IMMI Board of Directors.

“IMMI has made some of the most significant strides in recent history related to providing advertisers and media companies with data, research and insight that connects media exposure to consumer behavior,” said Tom Zito, Chairman and CEO of IMMI. “Working with some of the largest media companies in the world, we are giving marketers measurement tools that are providing them with new perspectives that are significantly improving their return on investment.”

The funding will allow IMMI to continue to develop additional products and services, expand into new markets and grow its panel participant base.

“We are thrilled to have the opportunity to work with IMMI to help usher in a new era of digital media measurement,” remarked Jeff Krentz. “With a passive, cross platform solution, IMMI brings to the marketing community the right combination of methodology, talent and technology to enable media owners, advertisers and their agencies to more effectively track and evaluate their marketing investments in a more complex digital media environment.”

According to Eric Salama, Kantar Group’s Chairman & CEO, “IMMI represents a disruptive force in the media research industry. We look forward to working with them and our clients to make advertising and communications more accountable.”

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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 continuously and helps businesses evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at [www.immi.com](http://www.immi.com).

KMR is a global provider of integrated media research solutions committed to excellence, innovation and transparency with accountability to its clients. KMR operates as a unit of The Kantar Group, WPP's information, insight and consultancy division. Directly and through its associates (including AGB Nielsen, Ibope, Marktest, RSMB and MRB Hellas) KMR provides TV ratings in 39 countries, offers the leading solution for media planning and brand development in more than 60 markets via Global TGI and help clients optimize media planning and sales in healthcare, information technology and other verticals through MARS, IntelliQuest and its software solutions. More information is available at: [www.kmr-group.com](http://www.kmr-group.com).

WPP (NASDAQ: WPPGY) is one of the world's leading communications services groups, providing national, multinational and global clients with advertising; media investment management; information, insight & consultancy; public relations & public affairs; and branding & identity, healthcare and specialist communications. WPP's worldwide companies include JWT, Ogilvy & Mather Worldwide, Y&R, Grey Worldwide, The Voluntarily United Group of Creative Agencies, MindShare, Mediaedge:cia, Mediacom, Millard Brown, Research International, KMR Group, OgilvyOne Worldwide, Wunderman, OgilvyAction, Grey Direct, Hill & Knowlton, Ogilvy Public Relations Worldwide, Burson-Marsteller, Cohn & Wolfe, GCI, CommonHealth, Sudler & Hennessey, Ogilvy Heathworld, Grey Healthcare Group, The Brand Union, Landor, G2 Worldwide and Fitch, among others. Our companies provide communications services to clients worldwide, including more than 300 of the Fortune Global 500; over one-half of the NASDAQ 100 and over 30 of the Fortune e-50. Our companies work with over 330 client in three or more disciplines; more than 230 clients in four disciplines and nearly 200 clients in six or more countries. Collectively, WPP employs approximately 100,000 people in over 2,000 offices in 106 countries. For further information please visit us at: [www.wpp.com](http://www.wpp.com).

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