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**INTEGRATED MEDIA MEASUREMENT HIRES INDUSTRY VETERAN
AND FORMER NIELSEN SALES EXECUTIVE STEVE WALSH
AS NEW HEAD OF SALES**

**Twenty-year pro joins media research firm to continue rapid growth
with media companies and large advertisers**

SAN MATEO, Calif., Oct. 11, 2007 – Already boasting a blue-chip client base of major media companies and large advertisers, Integrated Media Measurement Inc. today announced it has hired media industry veteran Steve Walsh as senior vice president of sales.

Walsh will oversee IMMI’s sales force and be responsible for working with potential and existing clients to identify their research needs and match them with IMMI products and services.

“Steve will strengthen our already strong position as a leading provider of consumer behavior data,” said Tom Zito, chief executive officer of Integrated Media Measurement Inc. “As our capabilities continue to grow, and our service offering expands, Steve will be a key liaison between IMMI and media companies and advertisers.”

Walsh has spent the past 20 years selling to and managing relationships with executive-level clients across the television network, agency and advertiser verticals. He has held senior level sales and management positions at Nielsen Media Research, Experian Research Services and TNS Media Intelligence. Walsh was also executive vice president and director of sales at IAG Research where he played an instrumental role in growing IAG from an eight-person startup to a 200-person ad effectiveness measurement company.

“IMMI is single-handedly challenging and changing the traditional methods of accurately measuring media exposure,” said Walsh. “Media companies and advertisers are coming to IMMI to secure media exposure data and insight that will enable them to make better decisions about their marketing strategies and budgets.”

Based in New York, Walsh is a graduate of Syracuse University's prestigious S.I. Newhouse School of Public Communications. He is a member of the Advertising Research Foundation, the Radio & Television Research Council and has been a guest speaker at several colleges and universities.

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 www.immi.com.