

Mediamark Research & Intelligence

Providing the Sharpest Picture Possible
of the American Consumer



POINTLOGIC CHOOSES MEDIAMARK RESEARCH & INTELLIGENCE TO PROVIDE PROFILES FOR THE COMPOSE SYSTEM

--Partnership Will Yield Enhanced Cross-Media Planning--

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NEW YORK, NY, April 2, 2009—Mediamark Research & Intelligence (MRI) today announced that it has fused its national consumer database with Pointlogic's Compose system, which is widely used by media agency planners for cross-media planning. Fusion is the linking of respondent-level information from two or more separate surveys into a new, hybrid database.

MRI is the leading provider of magazine audience and consumer intelligence data. Compose, from Pointlogic, combines data from consumers and media planners, along with media consumption and cost information, to help planners determine the optimal media mix for their marketer clients.

"With the explosion of media choices in recent years, agencies and marketers need the best and broadest possible consumer data to conduct effective channel planning," said Kathi Love, President & CEO of MRI. "Pointlogic chose MRI as its source for consumer profiles because of the breadth and depth of our consumer intelligence. Moreover, MRI's inclusion in Compose will make reaching specific consumer targets actionable by connecting them back to the MRI media selection choices."

"Pointlogic is pleased to have expanded its Compose dictionary to include MRI data, the preferred source for consumer profiles, as we continue to help our clients optimize brand messaging and communication planning," said Peter Kloprogge, CEO of Pointlogic. "By combining innovative research with planner insights, key industry data and intelligent analytics, marketers will be able to access the full range of communication channels to design a campaign that genuinely connects with their specific audience."

MRI also has data integration partnerships in place with The Nielsen Company, as well as several other leading research companies, as part of its overall goal of expanding the utility of its data via integration with key industry data sources. Its data fusion with Nielsen Online, for instance, yielded the Net//MRI database which makes it possible for

print or electronic media with complementary Web sites to obtain estimated net audience across the two platforms.

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from the *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group AG, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>

About Pointlogic...

Founded in 1992, by Peter Kloprogge and Sjoerd Mostert with offices in New York, London, Frankfurt, Sydney, and The Netherlands, Pointlogic combines cutting-edge research, modeling, and flexible software tools to address all the key stages of the communication planning process.

Pointlogic is the leading provider of integrated marketing communications planning and marketing ROI solutions.

For more information, please visit <https://www.pointlogic.com>