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NewMediaMetrics Knows How to Win in Today's Tough Economy and the New Media Environment

New York, NY (April 2, 2009) --NewMediaMetrics helps marketers find their most lucrative targets and specifically target them in the media they intently consume. Two really important factors that will help marketers survive in this tough economy and increasingly fragmented media landscape.

While marketers have been taught for many years that the 80/20 rule applies in marketing, it's been hard to apply these rules in the general media market. Mostly because it's been difficult to identify media properties that are "saturated" with a higher percentage of these more loyal customers. This is exactly what NewMediaMetrics has set out to do and therefore, marketers will be better equipped to win in this tough economy.

In a recent research study, NMM found that 9&10's on their Emotional Attachment scale (those highly attached to a brand/product) actually intend to use up to 80%-100% more of a particular product than the overall user base of the same product. For example, while 32.3% of Diet Coke USERS say they drink Diet Coke several times a week, over 57% of those who are 9 & 10 to the brand, drink Diet Coke "several times a week" (a +79% difference). Similarly for Target department stores, twice as many 9&10's to the brand, say they visit the store "several times a week" than the average user of Target Stores.

In addition to finding these "brand attached" audiences – NMM links these brand lovers directly to the media they consume most intently. "In this environment, marketers need tools that can help them maximize the sales of products, and there is no room for any waste in the media they buy. We need to stop focusing on garnering media impressions and reach -- and shift to processes that allow us to target media properties with high concentrations of high-potential buyers, says NMM Principle Denise Larson. "We call these properties "buyer rich media properties."

Gary Reisman, Principle of NMM, says: "I started my career in Direct Marketing where sales and revenue generation was paramount. We are applying tried and true revenue generating direct marketing principles, in the general media marketplace. Therefore, we are able to improve the effectiveness of each impression and the ultimate "sales pull" of the advertising placed in market."

Marketers can either access NewMediaMetrics syndicated databases that link over 150 consumer brand lovers to the media they consume or develop highly customized applications using NewMediaMetrics EA metric. To learn more about NewMediaMetrics, visit the company's website: www.newmediametrics.net or contact Beth Buursema at bethbuursema@bellsouth.net or 678-234-9016.