

Civolution – ID Media
September 14th, 2009

ID MEDIA SIGNS MULTI-YEAR CONTRACT FOR CIVOLUTION TELETRAX BROADCAST MONITORING SERVICE

ID Media to benefit from Civolution's digital network and HD upgrade for broadcast measurement of its direct response campaigns

Eindhoven, The Netherlands, September 14th 2009 – Civolution, a leading provider of technology and services for identifying, managing and monetizing media content, announced today that ID Media, the largest direct and digital media services company in the U.S. and a subsidiary of IPG (NYSE: IPG), is expanding its use of Civolution's Teletrax broadcast verification service for tracking and reporting of its media campaigns.

"At ID Media, we have more Fortune 500 clients reaping the benefits of DRTV than ever before, and many are airing in HD. This makes it important for us to evolve our tracking capabilities as rapidly as technology is changing," said Rob Bochicchio, SVP, Chief Broadcast Officer at ID Media. "Teletrax provides us with the timely and accurate reporting that is critical in today's media environment."

The Teletrax broadcast verification network now reaches the top 100 U.S. DMAs following the Digital Upgrade and offers the HD and detection capabilities that are critical for ID Media. Using Teletrax ID Media can obtain the intelligence to manage client budgets and impact ROI more effectively.

"ID Media is a leading direct response media services agency, with some of the world's best companies as clients. We are very proud such a prominent agency transitioned to Civolution's Teletrax broadcast monitoring," said Alex Terpstra, CEO of Civolution. "With our recently upgraded digital network, HD monitoring and the level of services and data we provide, we arm our clients with powerful media intelligence to better assess their campaign performance and accountability for their media investments."

For more information:

Emmanuel Josserand
Civolution Director, Marketing
Tel: +44 (0)20 7845 7371
emmanuel.josserand@civolution.com

David Bramley
Platform PR
Tel: +44 (0)20 7486 4900
david@platformpr.com

Jackie Huang
ID Media
Tel: +1 (212) 907-7007
jhuang@idmediaww.com

Alisa Monnier
Mediabrand
Tel: +1 (347) 522-0563
alisa.monnier@mediabrandsw.com

About Civolution

Civolution is a leading provider of technology and services for identifying, managing and monetizing media content. The company offers an extensive portfolio of cutting edge watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, PayTV and online. Through its service portfolio Civolution offers broadcast and internet media intelligence and monetization solutions. Headquartered in Eindhoven, The Netherlands, with offices in London, Rennes, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics combining synergies from Philips CI, Teletrax and Thomson STS. For more information, visit www.civolution.com.

About ID Media

ID Media guides leading advertisers on how to manage their media investments in today's fast-changing marketplace. The company, which is the largest direct and digital media services company in the U.S., delivers the best possible ROI because of its superior rates, research resources, and reporting systems. ID Media serves clients including American Express, Broadview Security (formerly Brink's Home Security), CA, HBO, Johnson & Johnson, Kaiser Permanente, Nikon, SC Johnson, Sandals & Beaches Resorts, and Verizon from locations in New York, Chicago, and Los Angeles. In 2008 ID Media was recognized in *Crain's New York Business* as one of the 50 Best Places to Work in New York City. A member of Interpublic Group (NYSE: IPG), ID Media also received IPG's "Excellence in Employee Partnership" award for diversity and inclusion in 2009. For more information, visit www.idmediaww.com.