

Press release

Warsaw, June 4, 2008

IMM in Romania!

At the end of May 2008, Institute of Media Monitoring (IMM) bought majority stake in Romanian media monitoring company – MediaTrust S.R.L. Integration process of the two companies has lasted for several months therefore IMM renders available the information from Romanian as well as Polish media on one Internet platform. IMM technology will be fully implemented to the acquired company by the end of August 2008.

Institute of Media Monitoring has bought 60% of shares in the Romanian MediaTrust and will increase its investment up to 99% by the end of this June. Romanian expansion is IMM's next step within the scope of growth strategy of the Institute, which has been operating on the Polish market for nine years. MediaTrust was formed in 1999 and is the only Romanian member of FIBEP, an international association of 91 media monitoring companies from 41 countries worldwide. MediaTrust employs nearly 40 people and covers 142 newspapers, 9 TV stations, 6 radio stations and the resources of Romanian Internet with constant media monitoring. From this July, the scope of Romanian media monitoring will be gradually extended.

"Dynamic growth of Romanian economy entices the entrepreneurs to invest locally which implies that demand for such services as media monitoring will go up either. Also the more and more Polish PR agencies are interested in receiving information from Romanian media. Furthermore, the current structure of Romanian media monitoring industry lets us assume that our venture will be successful," said Pawel Sanowski, President of the Board of Directors Media Monitoring Institute.

IMM has an established cooperation with companies from Central Europe thanks to which it performs media monitoring services and analyzes media information from Estonia, Lithuania, Sweden, the Czech Republic, Slovakia, Germany, Hungary, Austria, Bulgaria and the Balkans.

At present, IMM monitors in Poland over 850 newspapers, nearly 800 Internet portals, 29 Polish TV and 53 radio stations. It has also built the only in Poland database of contacts to journalists www.MediaContact.pl. The Institute is an entirely Polish company. IMM Group employs almost 200 people. IMM and MediaTrust are members of FIBEP association.