

Press Release

Warsaw, February 2, 2009

Institute of Media Monitoring is Forbes's Diamond!

Institute of Media Monitoring is the only company from the media monitoring market that has been named prestigious "Forbes Diamond" in this year's ranking of a monthly Forbes. Analysts and experts from a commercial information agency Dun&Bradstreet included the Institute among the companies that increase their value the fastest.

IMM is placed on position number 43 among 407 companies included in the ranking in the Mazowieckie Voivody. This gives IMM the 193rd place in the national ranking of 2000 companies.

High place in this ranking comes from the dynamic development of the Institute over the course of last five years. IMM's innovative solutions have been acknowledged by our clients, which was reflected in very good sales reports. I believe that our new projects - for example an economic portal www.efi24.com, development on the Romanian market, or journalist data basis www.mediacontact.pl - will be conducive to the strengthening of the position of the biggest company in the media monitoring market in Poland and further growth in company value - comments IMM's President Paweł Sanowski.

IMM monitors over 900 press titles, around 2000 internet services, 32 TV stations and 54 radio stations at the moment. The IMM Group gives work to over 220 people. IMM has been the majority shareholder in a Romanian company MediaTrust since 2008. This company offers media monitoring services in Romania.

The Institute of Media Monitoring is FIBEB member. FIBEB is an elite organisation of 91 media monitoring companies from 41 states. IMM has been backing up the Responsible Business Forum since 2002.