

Press Release

Warsaw, September 5th, 2007

New Radio and TV stations monitored by IMM

Since September the Institute of Media Monitoring has been monitoring new television and radio stations: TVN CNBC Biznes, TVP3 Kielce, Polskie Radio Kielce, Radio Eska Radom and Radio Plus Radom. As a result, IMM permanently monitors as many as 73 Polish Radio and TV stations.

With the summer holiday being over, IMM started to monitor a new TV channel TVN CNBC Biznes and TV and radio stations in Radom and Kielce (TVP3 Kielce, Polskie Radio Kielce, Radio Eska Radom and Radio Plus Radom).

“It's the 12th local center in which we have been monitoring radio stations. We are the only company in Poland to develop local radio and TV stations monitoring. Due to the latest changes, our offer of electronic media monitoring is by far the best” - says Paweł Sanowski, Managing Director at IMM. “The intensive development of regional radio and TV stations monitoring is supposed to meet our clients’ needs in terms of news items published during promotional campaigns and in crisis.”

In total, the Institute monitors 73 Polish radio and TV stations. IMM is the only company in Poland to monitor 39 regional or local radio stations (http://www.instytut.com.pl/english/list_of_radio_stations). The results of the monitoring are available 2 hours after being broadcast.

The current list of all monitored media is available at www.imm.com.pl.

The Institute of Media Monitoring monitors about 800 press titles, 26 TV and 47 radio stations, as well as over 650 Internet portals. The Institute of Media Monitoring is a member of FIBEP – the elite association of over 80 media monitoring companies of dozens of countries around the world. Since 2002, the Institute of Media Monitoring has been supporting the Corporate Governance Forum.