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For Immediate Release

BBM ANALYTICS AND COLEMAN INSIGHTS ANNOUNCE SEMINARS FOR NEW CANADIAN PPM MARKETS

Invitations Extended to Radio Broadcasters in Vancouver, Calgary, Edmonton and Toronto for Mid-June Seminars

TORONTO, ON & RESEARCH TRIANGLE PARK, NC, May 26, 2009 – BBM Analytics and Coleman Insights announced today that their firms are partnering on a series of seminars designed to help radio stations in Canada prepare for the planned introduction of PPM-based audience measurement to their markets later this year. The seminars are scheduled for June 15th in Vancouver, June 16th in Calgary, June 17th in Edmonton and June 18th in Toronto.

“We believe it is very important to ensure that Canadian radio is ready for the introduction of this exciting new audience measurement technology,” said BBM Analytics Vice President David Phillips. “That’s why we have partnered with Coleman Insights, whose experience working with stations in markets with PPM measurement is unparalleled.”

“The invitation we received from BBM Analytics to participate in these seminars was very gratifying,” added Warren Kurtzman, President/Chief Operating Officer of Coleman Insights. “Through our participation in these sessions, we intend to deliver powerful insights to our clients in Canada, as well as to other stations that can benefit from our expertise.”

Each seminar will last approximately three hours and will feature content geared specifically to general managers and managers in the programming, marketing and promotion areas. At the seminars, BBM Analytics will demonstrate its latest tools for interpreting PPM data and then Coleman Insights Vice President John Boyne will join Kurtzman to deliver a presentation on PPM strategy entitled “Debunking the Myths About PPM.”

The seminars are free and open to two representatives from each station in the new PPM markets. Invitations have already been sent via e-mail to station general managers in each of these markets, who are encouraged to respond as soon as possible.

About BBM Analytics

BBM Analytics is a wholly-owned subsidiary of BBM Canada, and offers a portfolio of powerful software solutions providing critical insights into the impacts of broadcast content and consumer behaviors. Its market research division specializes in media research, advertising effectiveness, research for financial institutions, public opinion polling, and consumer research. Additional information about BBM Analytics is available at www.bbmanalytics.ca.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina with offices in Los Angeles and Hamburg, Germany, is a firm that has provided deeper insights into media trends and branding opportunities since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by CBS Corporation, Sony Corporation, Emmis Communications, The Walt Disney Company, Lincoln Financial Media, EMI, Radio One, Warner Music Group, Bonneville International Corporation, Vivendi SA, Rawlco Radio, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, Beasley Broadcast Group, Inner City Broadcasting, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media, Entertainment Network (India) Limited and Hubbard Broadcasting. Additional information about Coleman Insights is available at www.ColemanInsights.com.

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