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For Immediate Release

COLEMAN INSIGHTS ACQUIRES MEDIAEKG

mediaEKG's Milkman Joins Coleman Insights as Vice President

RESEARCH TRIANGLE PARK, NC, September 23, 2009 – Coleman Insights announced today that it has completed the acquisition of mediaEKG®, a media research firm whose patent pending technology provides media properties with consumer feedback on their content quicker and less expensively than traditional techniques. As part of the acquisition, Coleman Insights will immediately begin offering mediaEKG services to its clients and mediaEKG President Sam Milkman will join Coleman Insights as Vice President and head its new Philadelphia office.

“This acquisition is a perfect strategic fit for our company and will greatly benefit our clients,” commented Coleman Insights President/Chief Operating Officer Warren Kurtzman, who announced the acquisition. “Coleman Insights is dedicated to helping media properties build strong brands and develop great content and we will improve our ability to do that with mediaEKG as part of the services we offer. Plus, we get the added bonus of adding the skills, knowledge and experience of Sam Milkman to our team.”

“I am very excited about joining Coleman Insights,” said Sam Milkman. “Over the years, I have worked with Jon Coleman, Warren Kurtzman, Chris Ackerman, John Boyne and John Mönninghoff both as a client and as a partner and have always found their insights to be tremendously valuable. Now, as their colleague, I look forward to growing their business and helping more media properties succeed.”

Milkman became President of mediaEKG in 2006, following more than 15 years of experience in broadcasting. Sam has held numerous programming and operational positions, including Operations Director of WXRK-FM/New York, Research Director of WHTZ-FM/New York and Program Director of WMMR-FM/Philadelphia. He began his career as a litigation, intellectual property and entertainment attorney at the Philadelphia law firm of Ballard, Spahr, Andrews & Ingersoll. Sam holds a Bachelor of Arts degree in Political Science from the University of Pennsylvania and a Juris Doctorate from Cornell Law School.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content 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, 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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