

CONTACT: Warren Kurtzman
(919) 571-0000
WarrenKurtzman@ColemanInsights.com

For Immediate Release

COLEMAN INSIGHTS NAMES BILL FUGINA AS DIRECTOR OF TECHNOLOGY

RESEARCH TRIANGLE PARK, N.C., July 21, 2009 – Bill Fugina has been named as Coleman Insights’ Director of Technology, effective immediately. The announcement was made today by Warren Kurtzman, President/Chief Operating Officer of the media research firm.

In his new role, Fugina will oversee all of the firm’s technology operations, including the development of internal and client software and new technology initiatives. He previously served as a senior applications developer for Coleman Insights, where over the past ten years he played a vital role in the creation of the company’s signature client software products, including *pcFACT* and Category Architect.

“I am excited about promoting Bill into this new position because our clients will be the biggest beneficiaries of his expanded responsibilities,” said Kurtzman. “He has really demonstrated his value over the last decade and I am confident that he will do so to an even greater extent going forward. Fugina added, “The insights we deliver to media companies are always being enhanced by new technologies and I look forward to contributing even more to that process.”

Prior to joining Coleman Insights in 1999, Fugina served as vice president of technical operations at ClearCom Computing for five years, following more than two years as a technical engineer at Radio Computing Services, where he provided support for the most widely-used music scheduling system in the radio industry. Fugina previously held various positions at WFUV-FM/New York and completed contract work for National Public Radio. He holds a

Bachelor of Arts in Computer Science from Fordham University in New York and recently relocated to Raleigh, North Carolina with his wife and son.

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, 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.

###