



INTERPRET EXPANDS SYNDICATED RESEARCH PRACTICE, NAMES JEFF TIDDENS DIRECTOR OF SYNDICATED SALES

Santa Monica, CA June 7, 2010 –Interpret, a leading media and technology research firm, has named industry veteran Jeff Tiddens as Director of Syndicated Sales. Tiddens brings a wealth of syndicated products and new media experience to the company. The announcement was made today by Interpret CEO and Co-Founder Michael Dowling.

“We are thrilled to add someone of Jeff Tiddens’ talent to our team. Throughout his career, Jeff has demonstrated a strong track record of helping clients leverage syndicated data for actionable business intelligence. His unique breadth of knowledge in this area and his passion for emerging media and technology fits well with our premium quality, cutting-edge culture at Interpret. With Jeff aboard, we have added key depth to a team charged with delivering fresh insights to understanding and optimizing ever-changing, fast-evolving consumer behavior.”

Prior to joining Interpret, Jeff Tiddens spent 8 years at Mediamark Research & Intelligence (MRI), responsible for selling syndicated and custom research solutions to a vast array of companies, including advertising agencies, cable networks, websites, magazines, brand marketers and universities.

About New Media Measure™ Interpret’s proprietary, quarterly survey of media behaviors, attitudes and product consumption. New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. In the field since January 2007, New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via **New Media Measure™ interface**, a web-accessible, interactive analysis tool, through **New Media Measure™ intrend**, quarterly trend reports, and through **New Media Measure™ interpretations**, monthly whitepapers from Interpret analysts. www.interpretllc.com/new-media-measure.php.

About Interpret LLC

Interpret LLC is a leading entertainment, media and technology measurement and market research firm that applies proprietary, cutting edge methodologies and extensive category knowledge to help companies plan, test, and measure their business strategies. Based in Los Angeles with offices worldwide, Interpret LLC’s “on the ground” staff, strategic partnerships and strong vendor relationships in key territories give the company a global reach with services throughout North America, Europe and Asia Pacific. www.interpretllc.com.

Contact

Josh Bell (310) 255-0590 x304 / josh.bell@interpretllc.com