

FOR IMMEDIATE RELEASE
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Data Fusion Technology Enables Georgetown University Report

NATICK, MA. Virtual Media Resources (VMR) announced today the development of proprietary systems used to integrate multi-media data sources that powered the findings of the latest research report released by The Center on Alcohol Marketing and Youth (CAMY). The report *Exposure of Hispanic Youth to Alcohol Advertising, 2003-2004* released today by CAMY is supported by data from six industry standard sources of Hispanic advertising occurrence and audience measurement across magazines, radio and television from 2003 – 2004.

VMR developed innovative systems that integrated multi-media advertising occurrence data licensed by CAMY from TNS Media Intelligence, Hispanic Media Monitors (HMM), and Broadcast Verification Systems (BVS) with audience data licensed from Mediamark Research Inc. (MRI), SMRB, and Arbitron. VMR analysts standardized, integrated and analyzed the data of Hispanic magazine, radio and television advertisements used to substantiate the findings of the CAMY report.

“The accuracy and integrity of the data are essential to this report, which examines the exposure of Hispanic youth to alcohol advertising” said David Jernigan, Research Director at CAMY. “VMR has developed innovative systems to respond to our needs quickly and with accuracy.”

The unique process of synthesizing large-scale audience research surveys across multiple media disciplines has opened the door for broader applications. “We are charting new territories within the media research world.” said Craig Ross, Principal at VMR. “It is exciting for us to be bringing the tools of media research and analysis to public policy.”

About CAMY

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. Reducing high rates of underage alcohol consumption and the suffering caused by alcohol-related injuries and deaths among young people requires using the public health strategies of limiting the access to and the appeal of alcohol to underage persons.

The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.

About VMR

Virtual Media Research delivers unimpeachable media research to organizations seeking to shape public policy, and to media companies and brand marketers that are blazing new trails. VMR offers a wide range of media research services including strategy formulation, information solutions, and advanced modeling and analysis. VMR is led by Principals Joshua Ostroff and Craig Ross.

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