

FOR IMMEDIATE RELEASE
December 12, 2005

Innovative Database Provides Foundation for Comprehensive Report More than 1 million alcohol advertisements included in the analysis

NATICK, MA. Virtual Media Resources (VMR) announced the creation of a comprehensive analytic database to support the release of the latest report from The Center on Alcohol Marketing and Youth (CAMY). VMR was contracted by CAMY to generate an analysis of all alcohol advertising on television from 2001-2004. The report *Alcohol Advertising on Television, 2001-2004: The Move to Cable* released today by CAMY analyzes more than 1 million broadcast network, broadcast spot, and cable network alcohol ads placed during the 4 year period.

VMR integrated advertising occurrence data licensed by CAMY from TNS Media Intelligence and television audience data licensed from Nielsen Media Research. VMR's analysts viewed more than 6,000 different unique ads to classify them into categories including product advertisements, corporate relations advertisements, and responsibility ads.

Reflecting on this latest report, Craig Ross, Principal at VMR said, "CAMY has unique needs for precision and quality in the media research we provide to them. Their reports are subjected to scrutiny by industry groups, policy analysts, and academic researchers. VMR takes pride in working to exceed the demands placed on us to provide unimpeachable research."

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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