



PERQ/HCI and MARS Medical Are Now Part of Kantar Media

Princeton, NJ January 26, 2010 – Kantar, one of the world's largest insight, information and consultancy networks, announced the formation of Kantar Media, which includes the professional health research solutions of the companies previously known as PERQ/HCI and MARS Medical. The transition to Kantar Media completes the integration process begun in 2009 with the acquisition of TNS Media, SRDS and PERQ/HCI by Kantar.

Kantar Media (www.KantarMediaNA.com) brings together deep expertise and a wide range of solutions for media owners, media agencies and brand owners. Kantar Media provides clients with a full range of insights, analyses and audience measurement services for all media platforms, transforming data into insights that will inspire them to make creative business decisions.

Within the healthcare market, Kantar Media's Professional Health solutions include:

- Insights into Physician Media Usage, an in-depth study of sources of information, internet and handheld use, print and online journal access and more
- Healthcare Market Intelligence, professional healthcare website audience measurement
- Focus/Media-Chek journal readership research in 50 medical/surgical specialties and allied healthcare markets
- Non-Journal audience measurement covering a range of digital and print media
- JAR, JARScan, and MORE ad expenditure tracking and ad image database
- MARS Medical Online, the industry's only comprehensive, web-based analysis and scheduling tool
- Custom research capabilities

Additional research resources from Kantar Media, currently or soon to be available through the Professional Health team include Compete.com (online search analytics), Evaliant (online ad tracking), TNS-MI (for DTC ad spend data), SRDS (media rates and data). Kantar Media now incorporates businesses previously known as TNS Media Intelligence, TNS Media Research, Symphony, CMAGS, MARX.

Kantar Media healthcare clients include all of the major healthcare media agencies, a growing number of digital agencies, pharmaceutical and device manufacturers, other research suppliers, universities, media consultants and financial firms, and more than fifty leading print and digital media owners servicing the professional healthcare market.

Kantar is also parent to Kantar Health, a separate company that provides custom research and consulting solutions for the pharmaceutical industry.

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About Kantar Media

Established in more than in 50 countries, Kantar Media enables exploration of multimedia momentum through analysis of print, radio, TV, internet, social media, and outdoors worldwide. Kantar Media offers a full range of media insights and audience measurement services through its global business sectors – Intelligence, Audiences and TGI & Custom. Combining the deepest expertise in the industry, Kantar Media tracks more than 3 million brands and delivers insights to more than 22,000 customers around the world. (www.KantarMediaNA.com).

About Kantar

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. For further information, please visit us at www.kantar.com

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