

MTM Measurement Group to Exhibit at the 2009 IEG Sponsorship Conference

Revolutionary Approach to Event Marketing Measurement will be on display at the 26th Annual IEG Conference

TORONTO, ON, CANADA – February 11, 2009 – The MTM Measurement Group, a leading provider of audience and impression measurement products and solutions for the event and experiential marketing industry, today announced it will be demonstrating its proprietary audience measurement solutions at the 2009 IEG Annual Sponsorship Conference in Chicago March 8-11.

IEG recently noted that “In these times of flat demand, oversupply and volatile economic climates, there’s an accentuated need for sponsors, agencies and rights-holders to support hunches with science and replace ad hoc and instinctive approaches to selection, activation and measurement with defendable, transparent algorithms.”

The theme of this year’s conference, “Singularity – Ideas So Big They Change Everything,” underscores the heightened appetite for robust measurement solutions in today’s market.

“Brands, sponsors, agencies and venues – all the stakeholders in the sponsorship space - sense that we are moving toward a pay per impression era,” said Terry Popowich, Chairman & CEO, Micro Target Media. “And at the very least, in this market, people are experiencing firsthand the old maxim - if it doesn’t get measured it won’t get funded.”

“Our solutions are providing verifiable data to help our customers defend and even grow their event marketing budgets, even in times as challenging as these,” Mr. Popowich added.

The MTM Measurement Group will be on hand in the IEG Exhibitors hall to demonstrate how its proprietary automated-observation platform is being used to document and measure the audience impact generated by the outdoor and indoor marketing footprints for its roster of Fortune 500 clients, including audience measurement engagements at the 2009 Daytona 500 and the 2009 NBA All Star Game.

- 30 -

About the MTM Measurement Group

The [MTM Measurement Group](#) is a division of [Micro Target Media Inc.](#) Our technology-enabled audience measurement and electronic data capture solutions are game-changers for marketers, advertisers, agencies & venues operating in the event marketing, experiential marketing, trade show, expositions and Out-of-Home advertising markets.

Headquartered in Toronto, Canada, MTM sales, research and development and fulfillment facilities are located at various locations in North America and Europe.

To find out more about the MTM Measurement Group’s growing roster of Fortune 500 customers and how our audience and impression measurement solutions can be put to work for you, please contact:

Jeremy Miller
MTM Measurement Group
425 Bloor Street East, Suite 350
Toronto, Ontario, Canada M4W 3R4
1-888-996-4276 x4413
jmiller@microtargetmedia.com
www.mtmmeasurementgroup.com