

**MTM Measurement Group Selected by USMP  
at the 2009 NBA All Star Game**

*Fan Zone Audience Measurement Provided by the MTM Measurement Group*

TORONTO, ON, CANADA – January 23, 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 had been selected by USMP to provide audience measurement solutions at the 2009 NBA All Star Game in Phoenix.

The MTM Measurement Group will deploy its proprietary automated-observation video platform to document and measure the audience impact generated by USMP clients for the duration of the six day indoor marketing event.

“We look forward to providing USMP and all of our clients with a range of real-time audience measurement data, including audience attendance, footprint traffic and impression conversion,” said Paul Mocho, VP Sales, the MTM Measurement Group.

The data collected by MTM will be used to help USMP quantify the value generated by the 2009 NBA All Star Game Fan Zone marketing footprint and determine the program’s return on objective and return on investment.

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**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:

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