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## Rentrak Signs Contract With Quincy

### —Local TV Ratings Measurement Deal Covers Three New Stations in Two Markets—

PORTLAND, Ore., Jan. 14, 2013 /PRNewswire/ -- Rentrak Corporation (NASDAQ: RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries, today announced a multi-year local TV ratings contract with Quincy Newspapers, Inc. for three stations; WKOW (ABC) Madison, WI and KTTC (NBC) and KXLT (Fox) Rochester/Austin, Minnesota-Mason City, Iowa.

"We have used Rentrak in the past for various studies outside of the traditional four sweeps and we have been pleased with their process and approach. They have been easy to work with and prompt with providing the information. We felt the time was right to add their full service in two of our markets, and look forward to expanding our relationship with them," said Chuck Roth, Director of Business Administration for Quincy.

"We welcome Quincy to the Rentrak growing roster of clients. Rentrak helps stations in all markets become more productive and profitable," said Cathy Hetzel, Corporate President and President of Advanced Media and Information at Rentrak.

Rentrak's television ratings measurement service provides daily measurement of all TV networks nationally and at a granular level for TV stations in all 210 media markets nationwide. The service incorporates information from over 20 million televisions and is the only fully integrated system of detailed satellite, telco and cable TV viewing data commercially available.

#### **About Rentrak Corporation:**

Rentrak (NASDAQ: RENT) is the entertainment and marketing industries' premier provider of worldwide consumer viewership information, precisely measuring actual viewing behavior of movies and TV everywhere. Using our proprietary intelligence and technology, combined with advanced demographics, only Rentrak is the census currency for VOD and Movies. Rentrak provides the stable and robust audience measurement services that movie, television and advertising professionals across the globe have come to rely on to better deliver their business goals and more precisely target advertising across numerous platforms including box office, multiscreen television and home video. For more information on Rentrak, please visit [www.rentrak.com](http://www.rentrak.com)

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