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## Post-Newsweek Expands Contract With Rentrak for Entire TV Station Group

### —Post-Newsweek Urges TV Station Groups and Advertising Agencies to Actively Support Rentrak—

PORTLAND, Ore., Dec. 19, 2011 /PRNewswire/ -- Rentrak Corporation (NASDAQ:RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries, today announced a long-term, group-wide contract with Post-Newsweek for Rentrak's StationView Essentials local market census-based ratings service.

"The industry has been waiting for decades for a viable and robust competitive environment in the television measurement arena. With the kind of innovation that Rentrak is delivering to television stations, we wanted to be the first of many station groups to comprehensively support their efforts," said Alan Frank, President & CEO of Post-Newsweek Stations. "We will be using Rentrak ratings as a currency at all of our television stations and urge all broadcasters, agencies and advertisers to support Rentrak's census-based ratings solution."

One of the most esteemed names in local broadcasting, Post-Newsweek subscribed to Rentrak for their Miami/Ft. Lauderdale and Houston stations in order to support Rentrak's innovative TV research information. Based on the financial returns Post-Newsweek has generated using Rentrak's census-based TV ratings information in those two early markets, it made business sense to expand their partnership with Rentrak across the full Post-Newsweek station group.

"Post-Newsweek is a leader in the broadcast industry. We are excited to expand our partnership with them across all of their stations. Rentrak will continue to deliver on our commitment to broadcasters, networks, advertising agencies and advertisers by providing audience insight from our census-based currency linked to consumer information," said Bill Livek, CEO of Rentrak

"Our partnership with Post-Newsweek is one that we are very proud of. Their success in Miami/Ft. Lauderdale and Houston and this recent expansion makes clear that stations, agencies and advertisers are ready to adopt a new local market currency," said Jeremy Gabor, Sales Director at Rentrak.

As the census-based television ratings currency, Rentrak provides daily measurement of all TV networks nationally and at a granular level in all 210 media markets nationwide and is the only fully-integrated system of detailed satellite, telco and cable TV viewing data commercially available that incorporates information from over 19 million televisions.

### **About Rentrak Corporation**

Rentrak (NASDAQ: RENT) is a global digital media measurement and research company, serving the most recognizable companies in the entertainment industry. With a reach across numerous platforms including box office, multi-screen television and home video, Rentrak has developed more efficient metrics to be used as database currencies for the evaluation and selling of media. Rentrak is headquartered in Portland, Oregon, with additional U.S. and international offices. For more information on Rentrak, please visit [www.rentrak.com](http://www.rentrak.com).

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