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Rentrak Signs Contract With Tribune Broadcasting

—Partnership with New Orleans Stations WGNO and WNOL Adds Major New Broadcast Group and New Market to Rentrak's Client Roster

PORTLAND, Ore., April 17, 2012 /PRNewswire/ -- Rentrak Corporation (NASDAQ:RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries, today announced the company has signed a StationView Essentials contract with Tribune Broadcasting Company for its ABC-affiliate, WGNO, and CW-affiliate, WNOL, in New Orleans, Louisiana.

"Tribune is looking forward to being on the street with Rentrak's ratings information," said Nils Larsen, President & CEO, Tribune Broadcasting. "We are excited to take advantage of their audience information and to offer our automotive clients advanced auto purchaser viewing data through Rentrak's integrated Polk Automotive Consumer Ratings. This is a true positive for our local television stations."

"We look forward to working closely with WGNO and WNOL and with Tribune Broadcasting as their sales and management teams incorporate Rentrak's census-based audience information into their selling, marketing and programming DNA," said Steven Walsh, senior vice president of Rentrak Local Market Sales.

As the census-based television ratings currency, Rentrak provides daily measurement of all TV networks 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 20 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.

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Contacts for Rentrak Corporation:

Sallie Olmsted / Amanda Bialek

Office: 310-854-8124 / 310-854-8151

E-mail: solmsted@rogersandcowan.com / abialek@rogersandcowan.com

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