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Rentrak Brings International Box Office Essentials To India, One Of World's Largest Movie Markets

-Collaboration Announced with India's Majestic Market Research-

PORTLAND, Ore., Jan. 23, 2013 /PRNewswire/ -- **RENTRAK CORPORATION** (NASDAQ: RENT), the leader in multi-screen media measurement serving the advertising, television and movie industries, today announced a collaboration for the collection of movie box office grosses in India with Majestic Market Research, one of Asia's largest independent marketing research firms. Under terms of the agreement, Rentrak's International Box Office Essentials will be using Indian box office data sourced by Majestic MRSS. Rentrak will be using Majestic's local expertise to help expand its reach in the region.

"India is a huge box office market and one where studio returns are steadily increasing. In order to effectively conduct business in the global theatrical industry, clients want visibility into our region and Majestic is thrilled to be working with Rentrak as the world leader of box office intelligence," said Raj Sharma, Co-Founder & President (Global) of Majestic Market Research.

"As Rentrak continues to grow our International coverage, which now includes the operation and collection of theatre-level attendance and box office information from 36 countries, the inclusion of one of the world's top box office markets to the International Box Office Essentials service is a powerful addition for our clients," said Ron Giambra, President of Theatrical Worldwide at Rentrak. "Rentrak is thrilled to now be supporting India's famed film production heritage with our global box office reporting capabilities."

Rentrak's Box Office Essentials and International Box Office Essentials are the theatrical industry's currency source for comprehensive global box office intelligence and are used by every studio in the United States as well as distribution entities around the world. Boasting a global footprint of the worldwide theatrical market, Rentrak is able to provide its clients with real-time box office intelligence, through one unique system, which allows users to view real time online reports from anywhere around the world.

About Majestic MRSS:

Established in 1992, Majestic Market Research Support Services Limited (MMRSS) is one of the largest Independent full service market research firms in Asia. With presence in 18 countries of Middle East, South Asia, APAC and Australia, Majestic MRSS specializes in multi-country research.

Since its inception, MMRSS has helped a multitude of international and domestic companies, both small and large, in customized qualitative and quantitative research, data collection (on-line surveys, CATI and PAPI) and data analysis in FMCG/CPG, Automotive, BFSI, Information Technology & Communications, Travel & Hospitality, Pharmaceutical & Healthcare, Retailing and Media & Communication sectors.

An ISO 9001 firm, MajesticMRSS is a member of ESOMAR and abides by its code of conduct, best practices and professional ethics. On more information on Majestic MRSS, please visit <http://www.majesticmrss.com>

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

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