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## **Rentrak Adds Two TV Stations in Columbus-Tupelo-West Point Market to its StationView Essentials Roster**

### **—182 Stations across 41 Local Television Ownership Groups Now Subscribing to Rentrak's Census-Based Local TV Measurement Currency—**

PORTLAND, Ore., Aug. 6, 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 multi-year StationView Essentials contract with both WTVA (NBC) and WLOV (FOX) in Columbus-Tupelo-West Point, MS.

These new partnerships bring the total number of Rentrak client stations to 182 across 41 local television ownership groups that are subscribing to Rentrak's census-based TV measurement currency. Rentrak's 365 day a year measurement of both household and consumer demographic viewing behaviors in every market provides clients with far more stable, predictive and relevant information to help them better understand how audiences interact with television programming and advertising.

In a joint statement, Phil Sullivan, Station Manager and CFO of WTVA, and Jennifer Dennington, General Manager of WLOV, said, "Rentrak's massive database of viewing information matched against purchase databases, including Polk Automotive, will provide an immediate opportunity for WTVA and WLOV to monetize our investment in Rentrak. We look forward to selling with Rentrak's more stable ratings to providing our agency and direct clients with more predictive viewing data."

"We are delighted to add WTVA and WLOV to the Rentrak family of clients," said Cathy Hetzel, Rentrak's Corporate President and President of Advanced Media & Information at Rentrak. "We welcome their management and stations in furthering Rentrak's mission of providing local broadcasters, agencies and advertisers with stable, predictive, census-based measurement of television audiences merged with Advanced Consumer Demographics and third-party sales databases."

### **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 census-based 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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Contacts for Rentrak Corporation:

Sallie Olmsted / Amanda Bialek

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

E-mail: [solmsted@rogersandcowan.com](mailto:solmsted@rogersandcowan.com) / [abialek@rogersandcowan.com](mailto:abialek@rogersandcowan.com)

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