

TNS Media Intelligence Renews Partnership

Contributed by TNS Media

NEW YORK, May 17, 2006 – TNS Media Intelligence (TNS MI) today announced that Mediaedge:cia and MindShare have renewed their partnerships with TNS MI as their primary provider for competitive advertising intelligence.

TNS MEDIA INTELLIGENCE RENEWS PARTNERSHIP WITH MEDIAEDGE:CIA AND MINDSHARE

NEW YORK, May 17, 2006 – TNS Media Intelligence (TNS MI) today announced that Mediaedge:cia and MindShare have renewed their partnerships with TNS MI as their primary provider for competitive advertising intelligence.

The multi-year agreement gives Mediaedge:cia and Mindshare access to the industry's most comprehensive database of competitive advertising information. TNS MI currently monitors advertising expenditures in excess of \$145 billion and 190 million advertising occurrences across 2.2 million brands. Media planners, media buyers and account management teams will leverage TNS MI's web-based Strategy™ platform, which delivers advertising occurrence and expenditure data, as well as creative executions across 19 media, including Hispanic, The Internet and Branded Entertainment.

"We are pleased to continue to provide outstanding value and service to Mediaedge:cia and Mindshare with our renewed partnerships as their trusted business partner," said Steven Fredericks, President and CEO of TNS Media Intelligence.

About TNS Media Intelligence -- TNS Media Intelligence is the leading provider of strategic advertising intelligence to advertising agencies, advertisers, and media properties. The company's tracking technologies collect advertising expenditure and occurrence data, as well as select creative executions, for more than 2.2 million brands across 20 media. Established in 23 countries with more than 16,000 customers, TNS MI is part of the TNS Group, ranked #2 worldwide in marketing information and the world's largest custom research company. The U.S. headquarters are in New York City with sales locations in major markets throughout the United States. www.tns-mi.com

About TNS -- TNS is a market information group. We are the world's largest custom research company and a leading provider of social and political polling. We are also a major supplier of consumer panel, TV audience measurement and media intelligence services. TNS operates a global network spanning 70 countries and employs over 13,000 people. We provide market information and measurement, together with insights and analysis, to local and multinational organizations.

We combine our specialist sector knowledge with expertise in the areas of new product development, motivational research, brand and advertising research and stakeholder management to bring our clients up-to-the minute, internationally consistent information. We think differently to help our clients build competitive advantage, making TNS the sixth sense of business. www.tns-global.com