

The Media Audit

NEWS RELEASE

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The Media Audit Realigns Management Structure To Focus More Attention On The Internet And Product Innovation

Houston, TX, September 16, 1999 - The Media Audit announced today a major restructuring of its management. Phillip Beswick has been promoted from Executive Vice President to President and COO.

Bob Jordan and Jim Higginbotham, founders of the company, will become Co-Chairman with strategic responsibilities focused on the internet and product innovation.

The purpose of the new structure is to put The Media Audit in a more favorable position to capitalize on opportunities that are evolving with changes in the media market place and the effects these changes can have on agency media plans.

Corporate media groups are going through massive changes. Media consolidation in radio, broadcast television, cable television, print media, and out-of-home advertising is changing the way that media is being bought and sold. The growing importance of the internet as an advertising medium only adds to this complexity.

Beswick, with his long experience in working with qualitative surveys and his background in group media sales was the logical choice to take over as the one to implement a new marketing plan and a product that will help media capitalize on their individual strengths in selling their audience to a larger and more complex market. At the same time it frees up time for Jordan and Higginbotham to concentrate on the internet and a delivery vehicle that can better serve this new media environment.

The Media Audit's most recent innovation, coverage of local media websites at the local market level, evolved from a contract with Digital City, a city guide website owned by AOL. At the urging of Bob Jordan, questions for local media websites were added to the questionnaire in addition to other city guides. The addition of these questions has been an unqualified success. The Media Audit Online / Internet Report has a client base that penetrates all media . . . city guides, radio, television and newspapers . . . and is the fastest growing part of The Media Audit's client base.

Management realignment came about at the recommendation of Bob Jordan, in part to move The Media Audit more aggressively into the internet arena. Promoting Beswick to President and COO of the company opened the door for Jordan to focus his efforts on The Media Audit internet product. Jordan's objective is to solidify The Media Audit's role as the dominant service for local market website audience information.

Website questions were added to The Media Audit questionnaire in January 1998. The first reports with this new media information were out in June 1998 and are currently being marketed in every market covered by The Media Audit. In addition to Digital City, clients for this product include City Search, Cox Interactive, Granite Broadcasting, the Chicago Tribune and the Washington Post.