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**NIELSEN AND DATALOGIX™ JOIN FORCES TO OFFER
ONLINE PRECISION ADVERTISING**

First Online Ad Platform to Implement Nielsen PRIZM Segments at the Household-level

New York, NY, Nov. 2, 2009 – In another step to improve the quality of online advertising, The Nielsen Company and DataLogix will bring together demographic and lifestyle targeting data with an online ad targeting platform, thereby improving the ability of online advertisers to reach the people most likely to buy their products and services.

Under the agreement, DataLogix' Affiniti Data Platform™, which enables media companies and agencies to find Internet users based on offline behaviors and attributes, has strengthened its online targeting capabilities by adding Nielsen's PRIZM lifestyle segmentation, which provides precise lifestyle and product purchase segments.

In this new offering, each household in the Affiniti database will be assigned to one of Nielsen's 66 PRIZM segments which group Americans based on demographics, lifestyles, shopping patterns and media preferences. This is the first time brand advertisers will be able to use Nielsen's PRIZM segmentation at a household-level of accuracy in their online campaigns.

Nielsen PRIZM segments – which have designations such as Blue Blood Estates, Young Digerati, and Country Squires, depending on the lifestyle and demographic represented -- have been used for more than 35 years by advertisers and marketers in the U.S. to understand who their best customers are, what these customers are like, and where and how to reach them. Advertisers will benefit from this by utilizing the more granular ZIP code+6 / household level information about online consumers.

"PRIZM segments fuel the traditional marketing spending decisions of many of the country's largest brand advertisers," said Eric Roza, President of DataLogix. "We are thrilled that Nielsen has chosen Affiniti as the first online platform for PRIZM. Affiniti's anonymous addressability, unmatched scale, and seamless integration with leading agencies, ad networks and publishers, allows Nielsen to offer all of their clients a true multi-screen segmentation solution for the first time."

"This new offering with DataLogix will provide advertisers the ability to deliver the right message to the right audience across products and services in any industry," said Justin Evans, SVP for Marketing and Strategy for The Nielsen Company. "We're helping to increase the sophistication of online marketing by applying techniques that have been proven offline for decades. Together we give advertisers and agencies added confidence to further incorporate and invest in the Internet as part of the total marketing mix."

Nielsen PRIZM segments are available via the Affiniti Data Platform™ to leading ad networks and publishers, including Adconion, Audience Science, BrightRoll, Collective Media, Time and United Online.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

About DataLogix™, Inc.

DataLogix, a privately-held company based in Westminster, Colorado, provides data and technology-driven solutions for leading direct marketers and brand advertisers to increase the effectiveness of customer acquisition, retention and branding programs across online and traditional channels. Its product-lines include NextAction Direct™, the largest database of SKU-Level consumer purchasing behavior, and Affiniti Digital™, the leading online ad platform for Real-World Data™. For more information, please visit, www.DataLogix.com.

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