

Press Release

MPMA becomes Billets America

Media Performance Monitor America (also known as MPMA) is officially changing the name of the company to Billets America, effective today, according to their CEO, P.J. Leary.

The company is undertaking this important re-branding effort to reflect two important factors about their growing business. The first is a reaffirmation of its global capabilities and scale. Billets monitors the performance of over \$20 billion of media expenditure worldwide. Billets is appointed by leading global marketers to put into practice universally consistent media and marketing performance metrics while ensuring local market relevancy.

The second purpose behind the re-branding as Billets America is to reflect a range of soon-to-be-released services that promise to offer US marketers a complete overview of their rapidly changing media and marketing landscape.

“We have enhanced our offerings and are very excited to be building upon our successful traditional media performance monitoring service. Adding vital elements such as online performance monitoring tools and launching our Billets Marketing Sciences service in the US are important to solidifying our market leadership position”, says P.J. Leary.

Billets Marketing Sciences offers marketers a scientific approach to allocating marketing expenditure with particular emphasis on ensuring the optimization of marketing channel choices.

“Our goal is very simple”, says Leary. “We want to ensure that every aspect of our clients’ marketing and media investment becomes more accountable, more responsive and more effective.”

About Billets America

Started in 2003, Billets America is a leading media and marketing effectiveness consultancy, currently working for 30+ advertisers and 7 of Americas Most Admired companies (according to *Fortune* magazine). Globally, Billets works for 270 companies. Billets America is based in New York City and is majority-owned by Thomson-Intermedia PLC, a publicly traded company on the London Stock Exchange (Ticker Symbol: THN).