



INTERPRET NAMES ARIC ACKERMAN CHIEF OPERATING OFFICER AS COMPANY EXPERIENCES GROWTH ACROSS TRADITIONAL AND NEW MEDIA RESEARCH DIVISIONS

Industry Veteran Brings Extensive Executive Operational, Strategic, Business Development Experience to Leading Media and Technology Research Firm

Los Angeles, CA, October 30, 2008 – In a move to further the company’s strong growth and marketplace opportunity, Aric Ackerman has been appointed Chief Operating Officer for Interpret LLC, a leading media and technology research firm based in Los Angeles. In this new role, Ackerman will oversee the areas of business development, finance, legal and operations for the company to help major entertainment and video game companies plan, test, and measure their media strategies. Ackerman will also be responsible for identifying acquisitions and strategic partnerships as the company accelerates its technology investments around its leading new media and video game syndicated products. He reports to Michael Dowling, Chief Executive Officer, Interpret LLC.

“We are thrilled that Aric has joined our executive team at such a pivotal time in our expansion. Aric’s strategic sensibility and expertise will benefit the company as we streamline operations to support our explosive growth,” said Dowling. “His wealth of experience will also provide an invaluable service to our clients as we grow our business and extend Interpret’s offerings on a global basis.”

“The opportunities for Interpret in today’s evolving entertainment and media landscape are tremendous,” said Ackerman. “Senior media and technology executives are constantly looking to obtain as much data and perspective about consumers as possible and I see Interpret’s unique position as the company that is both nimble enough and possessing the necessary experience to serve these needs. Michael has built a world-class team and I look forward to partnering with the current executive team to take the company to the next level and beyond.”

With more than 15 years of experience, Ackerman possesses a breadth of knowledge in all phases of consulting, legal operations, finance and business development within the media and entertainment industry. He is well-positioned to help Interpret deliver pioneering measurement solutions and high-level analytics for both traditional and emerging media.

Ackerman comes to Interpret from The L.A. Studios, Inc., where he held the title of Chief Executive Officer. Prior to his time at L.A. Studios, Ackerman spent eight years, first as Chief Financial Officer and then as Chief Operating Officer, of a leading global production company, @radical.media, Inc. During his tenure at @radical.media, Ackerman oversaw nearly 300 percent business growth, building a scalable infrastructure and helping position the company as an industry leader.

Ackerman also served as a consultant for such companies as PricewaterhouseCoopers and Accenture where he started his career in 1992. He was a graduate fellow with the Coro Foundation. Ackerman graduated with honors from the University of Southern California with a Bachelor of Science in Business Administration.

About Interpret LLC

Interpret is a leading media measurement and market research firm that applies proprietary cutting edge methodologies and extensive category knowledge to help companies plan, test, and measure business strategies. The first company to focus on evaluating and measuring the intersections of content, technology, advertising and consumer behavior, Interpret provides clients with premium quality insight across the media and entertainment landscape, including home entertainment, video game, new media, mobile content, and theatrical industries. Based in Los Angeles with offices worldwide, Interpret's "on the ground" staff, strategic partnerships and strong vendor relationships in key territories give the company a global reach with services throughout North America, Europe and Asia Pacific.