



FOR IMMEDIATE RELEASE

Arbitron Data Fuels Geoscape Media Target online system

First-ever online system to include signal contours with ratings and multicultural demographics

Miami, FL – July 11, 2005 Geoscape International announced today that the latest edition of its online Intelligence System includes radio ratings data supplied by Arbitron. The Geoscape® Intelligence System (GIS) offers signal coverage contours overlaid onto the most current and in-depth multicultural geo-demographic data for over 14,000 radio stations nationwide. Arbitron supplies ratings data on radio broadcast stations in nearly 300 metropolitan area markets. Never before has precise coverage and ratings data been so easily accessible. In-depth Hispanic and widely multicultural demographics, spending and consumer behavior data complement the media planning capabilities in the system.

“Our arrangement with Arbitron deepens our offering for media planners and advertisers via a compelling visualization and reporting system accessible from a web browser”, states César M Melgoza, President of Geoscape International, Inc.

Geoscape is the creator of a revolutionary marketing and media analysis and visualization system known as “GIS” or the Geoscape Intelligence System. GIS features seven modules that provide quick and effective geo-demographic, retail, media, database mining and direct marketing capabilities. The data in GIS combine the geo-demographic data for six levels of geography – national, State, County, ZIP code and block group levels. GIS also provides the ability to profile retail trade areas, TV and radio stations as well as newspapers according to their circulation by metro and micro geographic area. Additionally, GIS enables database marketers to upload and enrich customer files with EthniCodes™, DemoCodes™ and MarketCodes™--essential to understanding and serving today’s culturally diverse marketplace. The List Gateway in GIS provides access to about 95 percent of American households and businesses via updated and enhanced direct marketing lists.

The Media Target/Radio module within GIS provides overall market rank of each radio station in terms of both its ordinal rank and audience share (percentage) for the whole day (6:00 a.m. to 12:00 a.m.), for the stations that Arbitron reports. These data points are provided along with geo-demographic maps and population and household reports showing the listening area contour by ZIP code for visualization, presentation and analysis – thousands of demographic and economic data points can be visualized quickly with a normal web browser. Media Target also features similar data for Television and Newspaper, with data from Nielsen Media Research and the Audit Bureau of Circulation (ABC), respectively.

“Arbitron’s radio audience estimates will enhance the value of the Geoscape Intelligence System, allowing marketers to create a rich profile of the audience delivered by radio as well as other ad supported media,” said Alisa Joseph, Vice President, Advertiser Marketing Services, Arbitron Inc. “By using GIS to better understand today’s culturally diverse marketplace, marketers will undoubtedly create more successful programs and realize better ROI for their advertising investment.”

The Geoscape Intelligence System, including the newly added Arbitron radio audience data, is available by subscription by contacting Geoscape or via web browser at <http://gis.geoscape.com>. A sample of the GIS Media Target/Radio data can be viewed at <http://www.geoscape.com/MediaTarget/Radio.pdf>.

About Geoscape®

Geoscape® provides market intelligence data, systems and services, specializing in the rapidly growing multicultural and multinational market opportunities. DirecTarget®, Geoscape® Intelligence System (GIS), Retail Target™, Media Target™, List Gateway™, HomeBase™, BizBase, WorldBase™ and American Marketscape DataStream™ are among the key products and services that are used by hundreds of corporations worldwide to capture the growing multicultural marketplace. Geoscape is a privately held corporation with worldwide headquarters located in Miami and subsidiary offices in Brazil, Mexico and European offices in The Netherlands.

About Arbitron

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies, national media representative companies and outdoor advertising companies in the United States, Mexico and Europe. Arbitron’s core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The Company is developing the Portable People Meter, a new technology for radio, television and cable ratings.

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