



**Press
Information**



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FOR IMMEDIATE RELEASE

Buying and Selling Process for Agencies and Stations Streamlined Through New Electronic Ordering System

DALLAS, TX, February 7, 2007 - eMediaTRADE along with Wicks Broadcast Solutions, LLC and Arbitron Inc. (NYSE:ARB) today demonstrated a full-circle electronic ordering system for buyers and sellers of national and local radio advertising, allowing them to connect directly with electronic orders, as-booked confirmations, and electronic invoices.

The system is integrated into existing software. AgencyMinder.com, the interface for stations, is available through DeltaFlex™ and Visual Traffic™ from Wicks Broadcast Solutions. eBiz@Arbitron, the interface for agencies, is available through SmartPlus® and Tapscan® from Arbitron Inc.

Agencies can send their radio orders directly from their desktop and stations can import those orders directly into their traffic systems. Once booked, stations can then electronically send an as-booked confirmation back to the agency. This streamlines the buying process for agencies and the order entry process for stations with a completely paperless exchange. The system is designed in accordance with the eBiz for media standards set in place by the American Association of Advertising Agencies.

“Agencies are looking for an accountable, paperless, seamless process to buying media,” said Jeff Haley, President and CEO, Radio Advertising Bureau. “Facilitating the radio-buying experience is essential for growth in today’s business environment.”

“This is a big step in helping to streamline the transfer of information, reduce the opportunity for error, increase productivity for agencies and stations alike, and hopefully reduce some costs along the way,” said Rob Enright, President, The Ward Group. “Because of the checks and balances that we require to maintain the integrity of our buys from start to finish, ensuring that our clients’ schedules run as ordered with correct traffic rotations and precise billing, this should be a great benefit to The Ward Group and the industry at large.”

While the system is designed to provide seamless transactions between users of AgencyMinder.com and eBiz@Arbitron, each application can be used independently to conduct business with those who are not currently set-up with the counterpart software. eMediaTRADE has translations that permit a wide range of agency, TV, radio and cable systems to transact their business electronically using a blend of both industry-accepted formats as well as custom formats for each trading partner system.

About eMediaTRADE

eMediaTRADE is a privately held technology service firm in Atlanta, Georgia providing electronic document solutions to enable e-commerce between media partners.

eMediaTRADE's unique software solution, Media eXchange Desk (MXD), streamlines and economizes the transactions associated with the purchase and reconciliation of media buys. MXD simplifies EDI techniques by providing in-network translation, value-mapping, validation, and archiving of electronic documents.

Clients include Arbitron, Wicks Broadcast Solutions, TelAmerica Media, Thompson Everett, CTV Media, and The Hotel Network among numerous other cable, broadcast television, and radio stations, as well as over 900 individual agencies.

About Wicks Broadcast Solutions

Wicks Broadcast Solutions is the global voice in media software solutions. Wicks is the largest supplier of software products and services in the broadcasting industry.

Wicks develops, sells and supports the most popular station traffic and billing software products in the world, with more than 8,000 radio, TV, and CATV client stations in 19 countries — including approximately 65% of U.S. commercial radio stations.

Wicks' primary traffic and billing software products include DeltaFlex™ and Visual Traffic™ (VT).

Wicks Broadcast Solutions is an affiliate of The Wicks Group of Companies, LLC. of New York which specializes in communications, information and media businesses.

About Arbitron

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies 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 has also developed the Portable People Meter™ system, a new technology for media and marketing research.

Arbitron's marketing and business units are supported by its research and technology organization, located in Columbia, Maryland. Arbitron has approximately 1,800 employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with The Nielsen Company (formerly VNU), Arbitron also provides media and marketing research services to the broadcast television, magazine, newspaper and online industries.

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DeltaFlexTM and Visual TrafficTM are trademarks of Wicks Broadcast Solutions.

SmartPlus[®] and Tapscan[®] are registered marks of Arbitron Inc.

Portable People MeterTM is a trademark of Arbitron Inc.