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**TNS MEDIA INTELLIGENCE SCOOPS DOUBLE GOLD
AT THE 2008 AMEC AWARDS**

November 20, 2008. London, UK – TNS media intelligence, the world's leading provider of Media Evaluation and Monitoring, was awarded two Gold awards and one Silver award at last night's Association of Measurement and Evaluation of Communication (AMEC) International Communication Effectiveness Awards.

Awards were achieved by the core TNS media intelligence evaluation team and the group's specialist social media analytics arm TNS media intelligence Cymfony.

Best Use Of Media Evaluation In The Public Sector (Silver): TNS media intelligence for English Partnerships. The report gives English Partnerships detailed insights into the effectiveness of its communications for regeneration projects at a local, regional and national level.

Best Use Of Measurement For A Single Event (Gold): TNS media intelligence Cymfony for Super Bowl XLII. An analysis of how online consumers engaged with the multi-million dollar ad spends of Super Bowl sponsors and advertisers.

The Grand Prix Gold Award: TNS media intelligence Cymfony for Super Bowl XLII. Cymfony's analysis of advertising outcomes was praised as the most creative and innovative solution to the challenges faced by the evaluation industry.

The judges described TNS media intelligence's evaluation reports as solid pieces of work. Referring to the Super Bowl study by TNS media intelligence Cymfony, the panel predicted that the project would become 'a benchmark for the future' covering a comprehensive analysis of both traditional and social media.

Madeleine Kernot, Managing Director at TNS media intelligence commented "AMEC recognises excellent work across the global media evaluation market and we are exceptionally pleased that the judges have recognised the abilities of a very talented and committed evaluation team. The success of Cymfony also demonstrates that TNS media intelligence has cutting-edge technology to meet the new evaluation challenge of social media and web 2.0."

The awards this year attracted the highest number of entries, a 7.5% increase on those entered in 2007. The judging panel was chaired by Dr Tom Watson, Deputy Dean (Education) & Reader in Communications at Bournemouth University.

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About TNS media intelligence

Established in 25 countries, TNS media intelligence explores all the media - print, radio, TV, Internet, cinema and outdoors worldwide, 24 hours a day, seven days a week, and offers a full range of insights and analyses.

Its services include advertising expenditure monitoring, advertising creation monitoring, news monitoring, sports sponsorship evaluation, etc. TNS media intelligence tracks 3 million brands and is a partner to 16,000 customers in the world.

Further information: www.tnsmi.co.uk

About The Kantar Group

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc.

For further information, please visit www.kantargrouptns.com

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