

PRESS RELEASE

Devonshire and Arbitron renew multi-year agreement

Devonshire's retail and service industry sales information provides vital data to Arbitron's TAPSCAN® software suite.

Westerly, RI, January 16, 2006: Devonshire Associates Ltd., a leading supplier of geo-based econometric and demographic information products, and Arbitron (NYSE: ARB), the international media and marketing research firm, have agreed to extend their current contract for an additional three years.

Devonshire supplies Arbitron with precisely targeted real-world data on retail and service industry sales in media markets nationwide. Arbitron then uses that information to devise selling strategies for its clients in broadcasting, most notably through the powerful TAPSCAN® software suite, a product widely used by local radio stations.

“Most of our competitors develop modeled demographic data to estimate retail expenditures,” said John Rafferty, Devonshire’s president and CEO. “They use these models to speculate how much sales activity should be taking place in a given area. We have similar products, but we supply Arbitron with actual retail and service industry sales information that allows their clients to drill down into their markets with maximum confidence.”

“Our customers tell us that one of the most important value-added features in the TAPSCAN® software suite is the Retail Spending Power data that Devonshire provides,” said Scott Musgrave, senior vice president, Client Software, Arbitron Inc. “Devonshire has worked closely with Arbitron to help us deliver solutions that meet the needs of our customers.”

For more information about Devonshire, contact Mark Gordon at 401.348.6600. You can also visit the company’s web site at www.devonline.com. A company overview accompanies this release.

For more about Arbitron, contact Thom Mocarsky, Vice-President, Communications, at 212.887.1314 or at Thom.Mocarsky@arbitron.com.



Company Overview

Since 1986, Devonshire Associates Ltd. has been a leading provider of customized, geo-based econometric, demographic, consumer segmentation and other business data. Devonshire's senior technical and analytic staff represents over 150 years' experience in the information services industry. Devonshire's exclusive **Economic Data Series** is the most complete economic data library available. EDS provides a comprehensive view of the retail and business services landscape with over 1,000 data variables measuring supply and demand in the marketplace. Devonshire provides demographic estimates and projections through its **Demographic Data Series**, as well as a household-based segmentation system through its **Consumer Data Series**.

Selected Clients by Industry

Consumer Retail: Barnes & Noble, Estee Lauder, Starbucks, Top Driver. **Media/Publishing:** Arbitron, Bravo Networks, Sales Evaluation Associates, Calkins Newspapers, Rand McNally, Marketron. **Marketing Consulting:** Clark, Martire & Bartolomeo; MarketKnowledge; Marts & Lundy; Market Insights/Torcivia. **Financial Services:** The Equitable, People's Bank, Wells Fargo Home Mortgage, Zurich-Kemper Insurance. **Internet:** CoolSavings.com, BigStar.com. **Manufacturing:** American Home Furnishings Alliance, Mannington Mills, Snap-On Tools.