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PRESS RELEASE

Devonshire renews contract with industry leader Marketron International
Devonshire's retail and service industry sales information is a key element in Marketron's business intelligence solutions.

Westerly, RI, November 29, 2005: Devonshire Associates Ltd., a leading supplier of geo-based econometric and demographic information products, has renewed its multi-year contract with Marketron International, the premier provider of integrated sales, traffic and business intelligence solutions to media companies.

The pact extends the existing relationship between the two companies for an additional three years. Devonshire supplies Marketron with precisely targeted data on retail and service industry sales in media markets nationwide. Marketron then uses that information to develop selling strategies for its scores of broadcasting clients.

"Our products are uniquely well-suited for Marketron International's customers," said John Rafferty, Devonshire's president and CEO. "The level of detail we provide about the retail economic landscape allows media companies to peer into their markets with greater clarity."

"Marketron's television station clients are always looking to identify new sales opportunities and gain more knowledge about potential advertisers," said Barry Bates, vice-president of television sales for Marketron International. "Integrating Devonshire's retail sales data into the Marketron TV Sales system gives account executives a quick and easy way to identify under-advertised categories and build a compelling case to win the business of these advertisers."

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 backgrounder accompanies this release.

For more about Marketron, contact Lauren Carpenter at 650.548.2230 or lcarpenter@marketron.com

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Company Backgrounder

Overview

Since 1986, Devonshire Associates Ltd. has been a leading provider of marketing information products and services. Devonshire produces customized, geo-based econometric, demographic, consumer segmentation and other business data for such clients as **Rand McNally, Arbitron, Marketron, American Home Furnishings Alliance, Wells Fargo, the US Selective Service,** and others. Devonshire's senior technical and analytic staff represents over 150 years' experience in the information services industry.

Products

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**. Devonshire also provides geo-market and customer analytic services to companies nationwide.

Partners & Resellers

Devonshire maintains strategic partnerships and reseller relationships with such leading information products companies as Scan/US, Inc.; Tactician Corp.; Spatial Insights, Inc.; FIND.com; Rand McNally.

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.

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