

TNS Withdraws From Audience Measurement

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London, May 19, 2006 - TNS, a leading provider of TV and radio audience measurement (TAM) services, today announced its withdrawal from the LAA-JIC tender for TV audience measurement in Latvia.

TNS WITHDRAWS FROM AUDIENCE MEASUREMENT TENDER IN LATVIA

London, May 19, 2006 - TNS, a leading provider of TV and radio audience measurement (TAM) services, today announced its withdrawal from the LAA-JIC tender for TV audience measurement in Latvia. This decision means that TNS will not be represented in the tender to provide television audience measurement services in Latvia for the period 2007-2012.

Tony Taylor, Global Marketing Director, TNS TV and Radio Audience Measurement, London comments: "TNS participates in many competitive tenders around the world and in the last few years we have been very pleased with our track record in winning. One important factor in any tender, however, is that it is seen to be transparent, open and fair. Growing concerns in the industry in Latvia in recent weeks have led us to believe that this is not the case in the Latvian tender process."

Olivier Bisserier, Finance Director, TNS Europe, said: "TNS has been providing TV audience measurement services in Latvia since 1994, so this has been a difficult decision for us to take. However, we have long-term contractual commitments to our clients in the Baltics across a number of different services including TAM. There are specific clauses in the terms of reference of this tender, which lead us to believe that our participation could compromise the business interests of our clients. Reluctantly, therefore, we have decided to withdraw from the tender."

TNS will continue to fulfill its obligations to clients and partners in the Baltic region and is continuing to enhance the level of service in the Latvian, Lithuanian and Estonian TAM markets respectively.