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VMS EVOLVES BRAND IMAGE

-- New appearance reflects enhanced services --

NEW YORK, NY, October 3, 2001 – VMS, a world leader of custom monitoring, analysis and the evaluation of news and advertising this week launches a multi-faceted re-branding campaign to highlight its new and enhanced services for the public relations, advertising and marketing industries.

“Over the last decade, PR and Advertising have grown a lot more complex,” said Michael Kaufman, President and CEO of VMS, “and along with this growth has come the demand for services that fulfill these needs. Our intention with this campaign is to increase awareness among our existing and potential customers of our new measurement and evaluation capabilities and how they can directly benefit them.”

Central to VMS’ re-branding effort is a newly designed corporate logo, characterized by a keen eye gazing forward intently, and a significantly expanded offering of strategic products and services. The new logo is featured on all corporate communications materials, business cards, stationery as well as VMS’ ubiquitous videocassettes. On certain promotional materials, an adaptation of the new logo appears -- entailing multiple eyes focusing in all directions to reinforce the expanded breadth of VMS’ capabilities.

A new advertising campaign, which also incorporates the new logo and is running in conjunction with the re-branding effort, features full-page ads with the headline “Did You Know?” and is aimed at promoting the company’s heightened capacities while also highlighting its distinct enhancements. All versions of these ads conclude with the tagline “Because insight begins with knowledge,” reinforcing VMS as a purveyor of knowledge in addition to data.

“Today, we’re able to offer our clients a greater breadth of service than we could yesterday,” said Kaufman. “We’re confident that our new image will help compel businesses -- especially those who have come to rely on us over the years -- to take a closer look at the vast resources we now offer, such as the ability to monitor and evaluate news and advertising in print and on the Internet, in addition to the airwaves.”

VMS' expansion of services and products includes a service from its Public Relations Division called *Forecast* (developed with its affiliate Burrelle's Information Services), a simple to operate, web-based platform allowing users to retrieve, organize and analyze a wealth of media information from TV, radio, print and the Internet via a desktop icon. *VoiceTrak*, a new feature of VMS' Advertising Services Division, entails a series of quarterly reports allowing clients to gain knowledge about what competitors are spending on TV, radio, magazine, newspaper and outdoor billboard advertising campaigns in local markets throughout the country. VMS' expansion is also denoted by its ability to provide comprehensive intelligence across all forms of media including TV, radio, print and the Internet.

VMS, established in 1981 as a key resource for the public relations industry, became a vital service for many of the world's premier advertising agencies by the mid 1980's and subsequently merged in 1996 with a company called RTV (Radio & TV Reports). Today, VMS has grown to become a leading provider of comprehensive News and Advertising Information products and services with 16 offices in major cities throughout the United States.

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About VMS

Established in 1981, VMS (Video Monitoring Services of America, LP), which custom-monitors, analyzes and evaluates news and advertising to help businesses make informed decisions merged in 1996 with a company called RTV (Radio & TV Reports) founded in 1937.

Today, as a world leader in news, advertising and sponsorship information retrieval, VMS provides unique services and products for thousands of Public Relations firms, Advertising Agencies, Marketers, Event Sponsors and Producers worldwide.

VMS records and monitors thousands of hours of television and radio broadcast news in over 100 top U.S. and international markets everyday enabling it to proactively manage public relations efforts whenever broadcast or Internet news of interest occur.

VMS' global advertising library is the largest in the world containing over 1 million television, radio, print, outdoor and Internet ads and provides a vital resource for staying up-to-date on the latest creative efforts of its customers' competitors.

VMS' Sponsorship Information Services (SiS) division is dedicated to the measurement and evaluation of media coverage associated with event sponsorship and is part of a worldwide brand.

VMS' affiliation with Burrelle's Information Services enables it to extend its advanced news and advertising information monitoring, analysis and evaluation capabilities beyond broadcast to the print and Internet media.

At present, VMS operates with 16 full-service offices and 2 monitoring centers in major cities throughout the US. For more information about VMS call (800) VMS-2002 or visit www.vmsinfo.com.

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