

Press release

Bucharest, 13 November 2008

Changes on *mediaTRUST*'s board!

10 October a change in the management of *mediaTRUST* Romania took place. The Institute of Media Monitoring's, the company's owner named a new member of the board – Paweł Sanowski, present President of IMM. He is going to simultaneously hold the posts of *mediaTRUST*'s Board Member and Director of Resarch and Development Department. The President of the Romanian company will still be Claudiu Nan.

mediaTRUST Romania's new Board Member is a founder of the Institute of Media Monitoring, Poland's largest media monitoring institution.



Paweł Sanowski (37 years) has been in the media monitoring industry for ten years. For six years he has been linked with the public relations sector as well. He is a graduate of Wrocław Technical University (major: management and marketing) and the Academy of Insurance and Banking. Since 2000, together with Michał Sienicki, he has been in charge of the Institute of Media Monitoring, where he holds the post of President of the Board. Paweł Sanowski also gives lectures on image analysis at some reputable Polish universities.

Previously he has worked at insurance company Towarzystwo Ubezpieczeń i Reasekuracji Warta SA (Director of Sales Network Office) and TUiR Partner SA Trygg Hansa group (President's Advisor for Strategy and Development).

He is married and has three sons.

Institute of
Media
Monitoring

The Institute of Media Monitoring monitors nearly 900 press titles, about 800 Internet portals, 29 Polish television stations and 53 radio stations. It shares almost 50 % of Poland's media monitoring market, being the largest company in the sector. IMM Group has over 200 employees. Like *mediaTRUST*, IMM is a member of FIBEP. More information on the company at: www.imm.com.pl/english.

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