



N E W S R E L E A S E

**MÓNICA GIL TO DIRECT NIELSEN MEDIA RESEARCH'S
COMMUNITY OUTREACH IN CALIFORNIA**



LOS ANGELES – August 4, 2005 – Mónica Gil has joined Nielsen Media Research as Vice President of Communications and Community Affairs. The former Telemundo executive and political advisor to Los Angeles Mayor Antonio Villaraigosa will direct Nielsen Media Research's communications and community outreach initiatives in California. She will work closely with the news media, elected officials, community leaders and the public to convey Nielsen Media Research's message of equality and inclusiveness in television viewership monitoring.

"I am excited to join Nielsen Media Research as it continues to provide the industry's best measurement of television viewership trends," Gil said. "I look forward to working with Nielsen Media Research in the California marketplace, especially in Southern California, connecting with diverse communities throughout the state."

Gil is based in Los Angeles, where she has long-established ties with elected officials, media and community-based organizations, especially in the Latino community. She will report directly to Jack Loftus, SVP and Chief Communications Officer for Nielsen Media Research.

Prior to joining Nielsen Media Research, she was a Senior Vice President at Greer, Margolis, Mitchell and Burns (GMMB), a public policy, advertising and public relations firm. While there, she developed comprehensive media plans that included media relations, advertising and grassroots coalition building for a wide range of clients.

While with Telemundo in Los Angeles, Gil served as the Director of Public Affairs and Community Relations. In that role, she managed corporate giving for two television stations KVEA and KWHY and served as the company's principle liaison for community outreach. Before Telemundo, she was a senior member of Antonio Villaraigosa's 2001 mayoral campaign team, and in 2005 was part of his victorious mayoral campaign. Her previous political experience was serving as Deputy Press Secretary for the Speaker of the California State Assembly in Los Angeles, where she conducted media outreach efforts and organized citywide awareness events.



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Gil is a graduate of the University of California, Berkeley, where she received a Bachelor of Arts in Political Science and a minor in Spanish. She received her Masters Degree in Public Policy from the USC School of Public Administration and she serves on the board of the Salvadoran Leadership and Educational Fund.

About Nielsen Media Research

Nielsen Media Research is the world's leading provider of television audience measurement and advertising information services. In the United States, Nielsen's National People Meter service provides audience estimates for all national program sources, including broadcast networks, cable networks, Spanish language networks, and national syndicators. Local ratings estimates are produced for television stations, regional cable networks, MSOs, cable interconnects, and Spanish language stations in each of the 210 television markets in the U.S., including electronic metered service in 56 markets.

Nielsen Media Research is part of VNU Media Measurement & Information, a global leader in information services for the media and entertainment industries. The group serves the information and marketing needs of television and radio broadcasters, advertisers, agencies, media planners, music companies, publishers, motion-picture studios, distributors and exhibitors, and the Internet industry. VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research) and business information (Billboard, The Hollywood Reporter, Computing, Intermediar). VNU is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 3.8 billion in 2004. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at www.vnu.com

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