



April 13, 2010

Mr. Alan Edwards
Executive Vice President
Rich Media Worldwide, LLC
5181 Amelia Earhart Drive
Salt Lake City, UT 84116

Dear Mr. Edwards:

The Media Rating Council (MRC) Board of Directors has voted in favor of accreditation of Rich Media Worldwide's RealVu Viewable Impression ("the Service") Ad Impression Statistics.

Accreditation indicates that the Viewable Ad Impression Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* published by the MRC, and the *Advertising Impression Counting Guidelines* published by the Interactive Advertising Bureau (IAB); (2) the procedures described in RealVu's answers to the MRC Questionnaire, and (3) the procedures described in procedure manuals and textual materials included in reports of the Service related to advertising impressions.

Congratulations on attaining this important Industry standard of quality, and we look forward to a continued positive relationship between Rich Media Worldwide and the MRC.

Sincerely,

George W. Ivie
Executive Director and CEO

Copy to: Nikolai Mentchoukov (Rich Media Worldwide)
MRC Internet Committee
MRC Executive Committee
Anthony Torrieri, David Gunzerath, Jim Peacock (MRC)

Duration Media v. Rich Media Club
IPR 2023-00953 (Patent 11,443,329)

Rich Media Club Exhibit 2017