



## **FTI Consulting Announces New Collaboration With Media Measurement and Research Firm Rentrak Corporation**

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### **Companies to Develop Joint Industry Insights for the Media, Entertainment and Advertising Industries**

WEST PALM BEACH, Fla., May 16, 2011 /PRNewswire via COMTEX/ -- FTI Consulting, Inc. (NYSE: FCN), the global business advisory firm dedicated to helping organizations protect and enhance their enterprise value, today announced that its Communications, Media and Entertainment specialty practice has entered into a strategic agreement with Rentrak Corporation (Nasdaq: RENT), the leader in multi-screen media measurement serving the advertising, television and entertainment industries.

Through the new collaboration, FTI Consulting and Rentrak will work together to deliver original insights and perspectives that help companies in the media, entertainment and advertising industries better understand consumer viewership and industry trends. The professionals at FTI Consulting will analyze Rentrak's rich database of consumer viewing habits and combine this information with the unmatched industry knowledge and client experience FTI Consulting has to publish unique reports on the economic trends impacting the industry.

"As the media and entertainment industries continue to undergo a series of changes, it is more crucial than ever to understand consumers' television viewing behavior during this pivotal time. Collaborating with Rentrak will allow us to publish economic research that will be the first of its kind and will help companies prepare for the road ahead," said Bruce Benson, senior managing director of the Economic Consulting business segment of FTI Consulting.

Bill Livek, CEO of Rentrak Corporation, said, "FTI Consulting is one of the leading advisors to companies in the communications, media and entertainment industries, and we are excited to be working with its professionals on this important project. The highly specialized expertise and critical thinkers of FTI Consulting, combined with our rich media measurement capabilities, without question will result in powerful new perspectives for the industry."

#### **About FTI Consulting**

FTI Consulting, Inc. is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 3,700 employees located in 26 countries, FTI Consulting professionals work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. The company generated \$1.4 billion in revenues during fiscal year 2010. More information can be found at <http://www.fticonsulting.com/>.

#### **About Rentrak Corporation**

Rentrak Corporation (Nasdaq: RENT) is a global digital media measurement and research company serving the most recognizable companies in the entertainment industry. With a reach across numerous platforms, including box office, multi-screen television and home video, Rentrak has developed more efficient metrics to be used as database currencies for the evaluation and selling of media. Rentrak is headquartered in Portland, Oregon, with additional U.S. and international offices. For more information on Rentrak, please visit <http://www.renrak.com/>.

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