

FOR IMMEDIATE RELEASE

**LEAD ARBITRON SHAREHOLDER BLUE HARBOUR GROUP COMMENTS ON
NIELSEN-ARBITRON COMBINATION**

December 18, 2012, Greenwich, CT – Blue Harbour Group, L.P., a lead shareholder of Arbitron Inc. owning approximately 5% of its common shares, today commented on Arbitron's agreement to be acquired by Nielsen Holdings NV for \$48 per share in cash.

Robb A. LeMasters, a Managing Director of Blue Harbour Group, said, "We became a lead shareholder in Arbitron because it had numerous avenues for enhancing shareholder value and a Board that is committed to its shareholders. Combining with Nielsen will accelerate Arbitron's growth into digital channels as well as internationally. We commend the Board for considering all alternatives and entering into this transaction."

Blue Harbour Group, founded by CEO Clifton S. Robbins, was formed in 2004 to pursue an Active Ownership investment strategy by acting as a lead minority shareholder primarily in U.S. publicly traded companies, and working collaboratively with managements and boards to identify initiatives to create and unlock shareholder value.

Blue Harbour manages investment funds on behalf of public and corporate pension plans, endowments, foundations and other institutional investors.

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