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**RENTRAK'S VIDEO GAME AD MONITOR DATA TO AUGMENT
MARKETING CAMPAIGN ANALYSIS VIA EEDAR'S GAMEPULSE™ SERVICE**

Retail Advertising Data Provides Insight Into Consumer Marketing Efforts

PORTLAND, Ore., Dec 16, 2009 -- Rentrak Corporation (Nasdaq: RENT), a leader in multi-screen media measurement serving the entertainment and advertising industries, today announced a data integration contract with Electronic Entertainment Design and Research (EEDAR), a leading business intelligence and research firm offering expert insight into the video game industry.

Rentrak's Video Game Ad Monitor service is an interactive database of advertising circulars from major retailers built for video game publishers. Users are provided with advertising circular analytics along with the most granular automated brand space tracking available. Through integration with EEDAR's GamePulse application, the ad tracking data will be merged with EEDAR's proprietary dataset containing more than 12 million facts on over 10,000 video games.

"The marketing of video games, via traditional media advertising and retail co-operative campaigns, plays a significant role in their financial success," said Greg Short, Chairman, EEDAR. "The integration of Rentrak's Video Game Ad Monitor data into GamePulse will allow our joint clients to further analyze methods of marketing video games in order to more effectively promote future titles."

"We are excited to partner with EEDAR on this initiative and we believe the integration of our Video Game Ad Monitor intelligence within EEDAR's GamePulse service will further enable game publishers and retailers to make more-informed, information driven decisions," said Chris Roberts, Senior Vice President, Home Entertainment, Rentrak.

The integration will be available to concurrent subscribers of the Rentrak's Video Game Ad Monitor service and EEDAR GamePulse services by February 2010.

About GamePulse™ by EEDAR

GamePulse™ by EEDAR is the world's premier informational and analytical service for the video game industry. Encompassing powerful, yet accessible, tools to analyze and report on every facet of the video game industry, GamePulse is the only service of its kind currently available. The service allows full traversal from macro level reporting on platforms, trends or individual companies, to micro level reporting on franchises and titles.

GamePulse allows clients to integrate published or actual sales data from any region in the world alongside marketing, review score, consumer awareness, demographic and game feature data for historical and upcoming video games. Leveraging EEDAR's proprietary data set, GamePulse clients can quickly generate highly contextual and relevant reports specific to their research needs.

About EEDAR

Founded by a team of interactive entertainment veterans in 2006, EEDAR is a leading business intelligence and research firm offering expert insight into the video game industry. Leveraging a

proprietary database of over ten thousand game titles and more than 12 million game features, EEDAR provides products and services to many of the largest publishers, developers, brand managers, creative agencies and financial bodies in the industry.

Through the delivery of more accurate, actionable and accessible data, EEDAR is increasing the efficiency, profitability and creativity of the video game industry. Ranked 15th in Forbes' 2009 list of the Most Promising Companies in America, EEDAR is based in Carlsbad, California. For more information please visit <http://www.eedar.com> or call +1 877-883-3327.

About Rentrak's Video Game Ad Monitor

Video Game Ad Monitor is an interactive database of advertising circulars from major retailers featuring new release and catalog video games with pricing and full-color advertising circular images for the U.S., Canada and Latin America. Data is searchable by video game title, platform (console, handheld and PC), promotion, country, price, impression, game publisher, release date, genre, ESRB Rating, retailer and release pattern. For more information, please visit <http://www.admonitor.renrak.com> .

About Rentrak Corporation

Rentrak Corporation (Nasdaq: RENT) is an industry-advancing media measurement and research company, serving the most recognizable names in the entertainment industry. Reaching across numerous platforms including box office, home entertainment, on-demand and linear television, broadband and mobile, Rentrak provides unique and actionable insight for our clients and partners. From the introduction of our revolutionary Pay-Per-Transaction® distribution and revenue-sharing system, which equipped Rentrak with the intelligence and ability to deal with large, complex data streams, to the company's exclusive Essentials™ suite of services, Rentrak has redefined digital audience measurement. Rentrak is headquartered in Portland, Oregon, with additional offices in Los Angeles, New York City and Miami/ Ft. Lauderdale. For more information on any of Rentrak's services, please visit <http://www.renrak.com>.