

ROBERT MENENDEZ  
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March 16, 2009

Michael P. Skarzynski  
President and CEO  
Arbitron Inc.  
9705 Patuxent Woods Drive  
Columbia, MD 21046-1572

Dear Mr. Skarzynski,

Thank you for your letter of February 27<sup>th</sup>. While I appreciate your letter detailing some developments, I am disappointed that it was made available to the press in a manner suggesting that this would resolve my concerns. In view of the fact that you decided to use private correspondence to me in this public manner, I am responding likewise by releasing this letter to the press.

I am encouraged by your efforts to hear concerns from a number of different stakeholders. A viable solution to these issues will take a strong consensus between your company and your clients serving the minority community. While I appreciate the fact that you are taking such productive steps as applying the terms of the settlements in New York, New Jersey and Maryland nationwide, this must not be the endgame. The terms of the settlement simply established a legal minimum that the PPM methodology must include. I do not believe that this is an acceptable standard of service. It is my sincere hope that you continue your efforts working with minority stakeholders towards a comprehensive solution and work tirelessly to attain accreditation for the PPM methodology in all markets.

I believe that Arbitron must provide a service that accurately and consistently measures listening preferences and habits of all audiences regardless of color, race, gender, culture or socioeconomic status. There is simply too much at stake for too many underserved communities. I look forward to being apprised of progress made with the stakeholders serving these vital communities.

Sincerely,



ROBERT MENENDEZ  
United States Senator