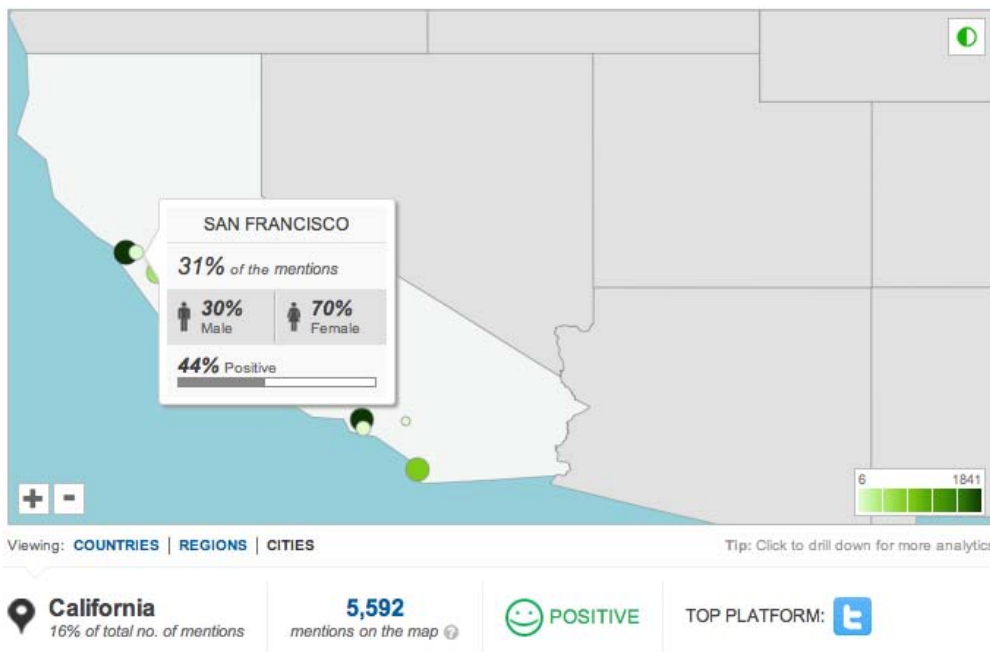


**FOR IMMEDIATE RELEASE**

## **NM Incite Teams with uberVU to Debut Enhanced Enterprise Social Media Management Platform**

*Social Media Technology Company Powers BuzzMetrics Exchange and Delivers New Features for NM Incite Clients*

**NEW YORK and CAMBRIDGE, MASS. — Jan. 26, 2012 — [NM Incite](#)**, a Nielsen/McKinsey Company, announced today the introduction of its latest version of BuzzMetrics Exchange, the company's enterprise social media management platform powered by uberVU. This new version of the popular platform features language detection support for over 50 languages, enhanced collaboration and workflow and city-level geolocation capabilities.



NM Incite has collaborated with [uberVU](#), a leading social intelligence platform, since Q3 of 2011 to provide a real-time social media management and engagement platform, BuzzMetrics Exchange, for NM Incite's clients. BuzzMetrics Exchange provides NM Incite clients in over a dozen countries access to powerful end-to-end monitoring, analytics, engagement and collaboration tools in one easy-to-use platform and allows clients to directly engage with consumers who are talking about their brands online.

“Social media spans demographics and geography for a simple reason: it connects people, ideas and brands easily and universally,” said Amit Seth, Executive Vice President, Global Media Products for NM Incite. “We were determined to maintain incredible ease-of-use with NM Incite’s client platform and found uberVU’s team and technology to be world-class in delivering a compelling, real-time approach to social media management that appeals to our enterprise customers.”

BuzzMetrics Exchange works with NM Incite’s other offerings, including the industry-leading My BuzzMetrics dashboard, which provides deep social media insights and longer-term historical analytics and benchmarking. NM Incite equips large enterprises with the ability to harness social media intelligence, enabling them to understand how consumers engage with their brands across social media and develop innovative social media strategies and solutions that make a measurable business impact. Now, with the new features, NM Incite will offer additional capabilities to its clients looking for stronger and more sophisticated workflow and collaboration options.

“NM Incite is recognized globally as a leader in consumer insights, and they understand the importance of helping businesses harness the full potential of social media intelligence to drive superior performance across their organizations,” said Mark Pascarella, CEO of uberVU. “We are pleased that NM Incite chose uberVU to provide the technology and expertise to deliver an exceptional user experience to their clients.”

#### **About NM Incite**

NM Incite, a Nielsen McKinsey Company, leverages the strengths of two world-class brands: Nielsen, the most-innovative researchers, and McKinsey, the most-trusted strategic advisors to help businesses realize a sustainable competitive advantage through high quality insights, metrics and advice. NM Incite’s expert social media analysts and strategic consultants work side-by-side with clients integrating industry and functional expertise to develop innovative social media strategies and solutions that make a measurable business impact. NM Incite currently operates in 25 global markets with headquarters in New York.

For more information, please visit [www.nmincite.com](http://www.nmincite.com) or Twitter: @nmincite.

#### **About uberVU**

uberVU was founded in 2008 by experienced web marketers who got frustrated by the lack of integrated tools to measure and manage social media. Our vision is to provide a rock-solid, end-to-end social intelligence solution that integrates with existing business processes and is easy enough to use by anyone. We believe social media should be an enabler for the entire business and are dedicated to providing enterprises with the best-in-class solutions for the whole

company. uberVU is the only end-to-end social intelligence dashboard that covers all 4 social media value pillars: *Monitoring, Analytics & Reporting, Engagement, Workflow*.

With headquarters in Cambridge, Mass., uberVU can be reached at 617.401.3056 or via the web at [www.ubervu.com](http://www.ubervu.com). Keep in touch with uberVU on the uber-blog, at [facebook.com/ubervu](https://facebook.com/ubervu) and @ubervu.

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