

Cannella Response Television Promotes Christi Anderson to Media Consultant

BURLINGTON, WIS., Dec. 1, 2008—Cannella Response Television (www.drvtv.com), an industry leader in direct response media planning and buying, announced today that Christi Anderson has been promoted to media consultant from media assistant.

“Christi has done a tremendous job for us since joining our team just over a year ago,” said Peggy Gobel, vice president, cable media director. “I am delighted to announce this promotion not only for a job well done, but because it means that Christi will be able to make an even greater impact on behalf of our clients.”

Anderson joined Cannella in October 2007 from Harley-Davidson Motor Company, where she was a marketing coordinator.

She earned a bachelor’s degree in merchandising management from the International Academy of Design and Technology in Chicago.

About Cannella Response Television

Cannella Response Television (www.drvtv.com), formed in 1985, specializes in television direct response media placement on national cable networks and broadcast stations, with in-depth results analysis on its proprietary Media Star™ software. The company places media for many of the industry’s biggest hits and often supplements media to other agencies. Cannella is unique in that it goes beyond the typical media placement services by adding value through a broad range of consulting services – all at no additional fee to its clients. Cannella works with clients as a project manager to guide them through the infomercial process, lending expertise to such areas as product assessment, script analysis, rough-cut evaluation, telemarketing scripting and fulfillment recommendations. Cannella Response Television is based in Burlington, Wisconsin with regional offices in Los Angeles and New York.

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