

## **Cannella Response Television Secures Rights to Coveted [www.drvtv.com](http://www.drvtv.com) Domain**

BURLINGTON, WI, July 7, 2008—Cannella Response Television, an industry leader in direct response media planning and buying, announced today that it has secured the rights to the highly coveted [www.drvtv.com](http://www.drvtv.com) web domain. The company made the announcement in conjunction with the launch of an extensively revamped and enhanced web site at the new domain name, which will now serve as Cannella's corporate web site.

The domain was purchased from American National Insurance Company. Terms and other bidders were not disclosed.

“We are thrilled to bring the drvtv.com domain into the DR industry, where it belongs,” said Rob Medved, president and chief executive officer, Cannella Response Television. “Given Frank Cannella's status as ‘the father of the infomercial,’ we believe it is appropriate that we have become custodians of the domain, and are confident that our enhanced web site will do it justice.”

Highlights of Cannella's new site include a "Free Product Review," which assists new DRTV entrants by providing an honest assessment of their product's direct response potential; the latest DRTV press releases and published articles from Cannella and its staff members, with extensive information for both new DRTV entrants and experienced DRTV marketers; and tips including such articles as "Can Your DRTV Agency Pass This Test?" and "The Truth About DRTV P&L - The Injustice of DRTV Calculators.”

### **About Cannella Response Television**

Cannella Response Television ([www.drvtv.com](http://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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