

Cannella Response Television Announces Four Staff Additions

BURLINGTON, WI, July 28, 2009 - Cannella Response Television, a leading direct response television media service company, today announced that it has expanded its staff by four members.

At the company's headquarters in Burlington, WI, Kyle Scott has joined Cannella Response Television as media consultant. His responsibilities include national cable media management and client support. Scott joins the company from the NBA Oklahoma City Thunder, where he assisted in the video and scouting department.

Also in Burlington, Christine Kastenson joins the company as media assistant. She will provide data entry support for the media consultants and assist the traffic manager with all telemarketing and client servicing needs. Kastenson joins the company from Robert Bosch Corporation and brings eight years of customer service experience to Cannella.

Two new staffers have joined the Cannella office in Los Angeles as assistant media consultants, providing back-end support for the company's media team.

Roxanne Coble joins Cannella from Mirror Films, where she was a production coordinator and associate producer, and Tina Nazarian joins the company from Nulmage Promotions, where she was direct marketing coordinator.

"We are proud to stand out as a company that is growing during a difficult economic climate," said Rob Medved, chief executive officer of Cannella Response Television. "These new hires ensure our ability to continue superserving our clients and provide us with additional talent depth to support our growth plans in the months ahead."

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.

In June 2009, affiliates of two established investors in media - ZM Capital and Palladium Equity Partners - made a significant investment in Cannella Response Television that will allow it to accelerate its growth by investing in both new acquisitions and in the development of new services and media offerings that meet the evolving needs of its growing client base. In addition to the investments by ZM Capital and Palladium Equity Partners, Veronis Suhler Stevenson provided mezzanine debt financing along with an equity co-investment in the transaction through its VSS Structured Capital II fund.

Cannella Response Television is based in Burlington, Wisconsin with regional offices in Los Angeles and New York.

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Contact:

Mark Braff
Braff Communications LLC
201-612-0707