

Cannella Response Television Among First to Use Google TV Ads for DRTV

BURLINGTON, WI, Feb. 5, 2008—Cannella Response Television, which specializes in television direct response media placement on national cable networks and broadcast stations, announced today that it is among the first companies to use Google TV Ads to plan and place short-form for direct response television.

In buying national television inventory for a short-form DRTV campaign for Central Life Sciences – set to begin airing in March – Cannella’s New York office supplemented its “traditional” media buying using the new Google TV Ads platform. Google TV Ads, currently in Beta test, is an end-to-end digital system for buying, selling, measuring and delivering television ads on all networks carried by Echostar’s DISH Network. The automated platform delivers better, more relevant ads to targeted viewers, as well as better measurement, more accountability and greater optimization.

“We are always seeking new ways to make our clients’ campaigns as effective and efficient as possible, and we are pleased to be among the first to apply Google’s new technology to direct response television,” said Eunjung Lee, managing director, Cannella Response Television. “We worked closely with Google’s sales and research teams to put together this buy, which we believe will serve as a model for us as we plan and buy media for future short-form campaigns.”

About Cannella Response Television

Cannella Response Television (www.tvinformercial.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 has placed 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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