

## **Cannella Response Television to Break Ground May 25 on New Company Headquarters in Burlington**

BURLINGTON, Wis., May 19, 2011-- Cannella Response Television, the largest infomercial media company in the direct response television industry, announced today that it will break ground on a new corporate headquarters in Burlington on May 25. The new building will double the company's space in order to accommodate a significant staff expansion necessitated by record growth in an otherwise flat-to-down industry.

"This marks a new and exciting chapter in the history of our company," said Frank Cannella, founder and executive director, Cannella Response Television. "Most notably, it is a testament to the great team that we have here; a team that has generated record growth for our company at a time when the industry as a whole is struggling. We are also pleased that our home will remain in Burlington. We have a long and successful history here, and will continue to support the community in any way we can."

With support from the City of Burlington, the Community Development Authority (CDA) and Racine County Economic Development Corporation (RCEDC), Cannella was able to secure a location at 848 Liberty Drive in the Burlington Manufacturing and Office Park. It is estimated that construction will be completed by the end of November.

"The city leaders offered an attractive incentive plan that competed against other regional communities, which proved to us that they wanted Cannella Response Television to stay in Burlington," said Tony Besasie, president, Cannella Response Television.

The Peter Scherrer Group of Burlington is the design build contractor on the project. Sub-contractors will bid the project, through invitation, in the coming weeks. Cannella and The Peter Scherrer Group anticipate significant local participation in the construction.

Peter Scherrer, president of The Peter Scherrer Group, said, "The new building will house approximately 9,600 square feet of office space and its masonry and engineered wood construction will complement the natural surroundings of the site."

Cannella's headquarters currently is located at 492 North Pine Street in Burlington.

"We're already experiencing a surge in applicant resumes from professionals wishing to find employment back home in Burlington," commented Robert Medved, CEO, Cannella Response Television. "We've always been able to find quality employees with roots in the Burlington area. To see this response further encourages us and confirms that our decision to remain in this community was a solid one."

###

CONTACT

Mark Braff  
Braff Communications LLC  
201-612-0707