

Cannella Response Television Expands to New Los Angeles Office

LOS ANGELES, Nov.28, 2005-Cannella Response Television (CRT) announced today that it will move its Los Angeles office to new, larger facilities on the Miracle Mile. The move to more spacious quarters was made necessary by the company's strong growth in media billings. The new office will be located at 6222 Wilshire Boulevard, Suite 501, Los Angeles 90048. The office's new telephone number, as of December 5, will be 323.935.4995.

Since expanding to the West Coast in June, media billings for LA have been "soaring," according to Frank Cannella, the company's chief executive officer and founder.

"The new office is in closer proximity to most of the market's television rep firms and will enable us to more effectively communicate and service the reps and our clients, while building new business for CRT. It also allows for expected staffing increases in the coming months. Our LA operation has far exceeded our most bullish expectations and it became clear to us that we needed more space, in a more strategic location."

The Los Angeles office is led by Bill Raymond, executive vice president and director of the company's West Coast operations.

"I am extremely pleased with our strong growth and I look forward to enhancing the first-class service we already provide to our DRTV clients and our locally-based rep firms," Raymond said. "There is a strong demand for DRTV services as marketers look for new ways to break through clutter and reach consumers in a meaningful way. As we head into our 21st year in the industry, we can offer a range of expertise and experience that few can match... qualities that are resonating in the LA market."

About Cannella Response Television

Cannella Response Television, 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. The company is unique in that it goes beyond the media aspects of the business to offer 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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