

Cannella Response Television Promotes Two Staffers in Los Angeles Office

LOS ANGELES, Nov. 19, 2008—Cannella Response Television (www.drvtv.com), an industry leader in direct response media planning and buying, announced today that it has promoted two members of its Los Angeles staff: Susan Kreminski to media buyer from media assistant and Louis Tasso to media coordinator from senior media assistant.

Cannella, based in Burlington, Wis., operates a Los Angeles office at 6222 Wilshire Blvd. (suite 501).

“I am delighted to recognize the outstanding efforts of Susan and Louis with this announcement of their promotions,” said Bill Raymond, executive vice president, broadcast media director. “Both are energetic individuals whose success comes as a direct result of hard work and taking the initiative to go the extra mile for our clients.”

Kreminski entered the direct response television industry when she joined Cannella in May 2007. She previously was an assistant manager at Fred Segal, the fashion retailer, in Santa Monica. She earned a bachelor’s degree in communications at Penn State University.

Tasso joined Cannella in August 2005. Before joining Cannella, he was a programming coordinator at KDOC-TV in Orange County, Calif.

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

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