

Cannella Response Television More Than Doubles Los Angeles Office Space; Third LA Expansion in Past Decade Provides Space for Continuing Growth

LOS ANGELES, May 5, 2011—Cannella Response Television (www.drvtv.com) announced today that it has more than doubled its office space in Los Angeles to accommodate the company's rapid business growth on the West Coast and enable it to continue to expand in the future. The office has moved to a larger suite (#650) in the same building in which it previously was located, at 6222 Wilshire Boulevard.

Cannella's West Coast office is run by Bill Raymond, executive vice president, broadcast media director, West Coast. Raymond said the new office encompasses nearly 8,000 square feet and represents the company's third Los Angeles office expansion in the last ten years.

"Our business on the West Coast has been booming," Raymond said. "Our new space will allow for growth in all areas, including the hiring of another account executive along with media assistants, and the addition of media buyers through promotion and possibly outside hires."

Cannella Response Television, the longest continually-operating media company in the direct response television industry, was formed in 1985 and is headquartered in Burlington, Wis.

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