



## **Cannella Response Television Reaches \$1 Billion Milestone with Proprietary Media Star™ Software**

BURLINGTON, Wis., April 21, 2008—Cannella Response Television announced today that it has passed the \$1 billion mark in media analysis with its proprietary Media Star™ software.

Media Star is marking its 10<sup>th</sup> year of usage as a tool that provides customized analysis and reporting for each of Cannella's clients. The software was developed by Cannella specifically for the DRTV marketplace, and has undergone a variety of enhancements through the years.

“Media Star allows us to buy media more effectively and efficiently, as well as provide our clients with customized analysis and reporting that off-the-shelf agency software cannot,” said Peggy Gobel, vice president, director of cable media, Cannella Response Television. “Passing the \$1 billion mark in media analysis is an important milestone because it illustrates how enduring and successful this tool has been over the past decade. It's one of the things that sets us apart from the competition, and it has played a major role in our growth as an agency.”

### **About Cannella Response Television**

Cannella Response Television ([www.tvinfomercial.com](http://www.tvinfomercial.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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### CONTACT

Mark Braff  
Braff Communications LLC  
201-612-0707