

Michael Gart Joins Cannella Response Television as Chief Financial Officer

BURLINGTON, Wis., Oct. 10, 2011-- Cannella Response Television, the largest infomercial media company in the direct response television industry, announced today that Michael Gart has joined the company as chief financial officer. He replaces Guy Theune, who will retire at the end of the year.

Gart joins Cannella from Tribune Media Services, where he served as chief financial officer and senior vice president of finance since 2004.

“Mike brings to Cannella more than 20 years of finance/management experience in the media arena, and a proven record for driving process improvements and stewarding the finances of growth businesses,” said Tony Besasie, president, Cannella Response Television. “He is a great addition to our organization and will help manage our growth in the coming years.”

Gart held several positions with multiple responsibilities during his time at Tribune Company, including oversight of strategic and operational planning for 15 product groups, M&A due diligence, on-boarding of new companies and managing accounts payable, payroll and purchasing functions.

He earned an MBA in finance and a BBA in finance from Loyola University of Chicago.

About Cannella Response Television

Cannella Response Television (www.drvtv.com) is the most authoritative and innovative long-form direct response media agency in the country. Credited with launching the first infomercial in 1982, Frank Cannella founded CRTV in 1985 as a media consulting firm to service marketers who were exploring the opportunities of long-form advertisements. Cannella Response Television works on behalf of its clients and marketing partners to plan, manage, implement and measure infomercial media campaigns to deliver a proven return on investment. The company’s mission to continuously introduce innovation and improved analytics has propelled its growth and helped expand long-form media advertising into a multi-billion dollar industry. Presently, the company manages the country’s largest aggregated media block of infomercial inventory.

The company was purchased in 2009 by private equity firms ZM Capital and Palladium Equity Partners along with Veronis Suhler Stevenson. Their financial investment and strategic oversight has enabled Cannella to pursue an aggressive growth plan guided by its balanced approach of innovation and analytics. Cannella Response Television is headquartered in Burlington, Wisconsin and has offices in Los Angeles and Milwaukee.

###

CONTACT

Mark Braff
Braff Communications LLC
201-612-0707