

Cannella Response Television Expands Staff with Five New Hires

BURLINGTON, Wis., July 26, 2011-- Cannella Response Television, the largest infomercial media company in the direct response television industry, announced today the addition of five new staff members at its Burlington, Wis. headquarters to support its growing business.

Joining the company are:

- Jessica Straube, as senior media programmer for the CRT shopping channels. Straube joins Cannella from Reader's Digest Association in Greendale, Wis., where she was associate circulation manager. She earned a bachelor's degree in marketing from the University of Wisconsin-Whitewater.
- Jeff Austwick, IT manager. Austwick joins Cannella from Computer Technologies in Salem, Wis., where he was customer service manager and lead technician. Prior to that he was the owner of Ctrl-Alt-Delete Computing and senior consultant for a division of Automatic Data Processing (ADP).
- Rebecca Faust, human resources manager. Faust joins Cannella from Weiss Memorial Hospital in Chicago, where she served since 2004 in several HR roles including, most recently, human resources manager. Faust earned a master's in industrial/organizational psychology from The Chicago School of Professional Psychology, and a bachelor's degree from the University of Wisconsin- Madison.
- Lauren McIntosh, media assistant. McIntosh is a 2010 graduate of Aurora University, where she earned a master's of business administration. She previously earned a bachelor's degree from Coastal Carolina University. She recently worked as a management intern at Miniature Precision Components in Walworth, Wis.
- Lauren Booth, media associate. Booth joins Cannella from CDW in Mettawa, Ill., where she was an account manager. She earned a bachelor's degree in public communication, with a minor in advertising, from the University of Wisconsin – Whitewater.

These new positions coincide with the company's plans to build a new corporate headquarters in Wisconsin. Cannella Response Television recently broke ground in Burlington, Wis. to construct a new facility that doubles the company's space.

"Despite the economic challenges, our business is very healthy," said Robert Medved, CEO, Cannella Response Television. "With the impending move to our new headquarters and our welcoming of new members to the Cannella team, this is a very exciting time in our history."

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