

Cannella Response Television Media Efforts Help Propel Free & Clear to Top Spot in 2007 Infomercial Rankings

BURLINGTON, WI, Jan. 22, 2008—Cannella Response Television, which specializes in television direct response media placement on national cable networks and broadcast stations, announced today that one of its accounts placed first among all infomercials in 2007, according to Infomercial Monitoring Service Inc. (IMS).

Cannella handled strategic, exclusive media planning and buying for John Beck's Free & Clear Real Estate System, the top-ranked infomercial for 2007. The system teaches users the secrets of real estate success.

Cannella also handled media for two other top ten products in 2007, Hip Hop Abs (#8) and P90X (#10).

Rob Medved, president and media director, said, "It is always gratifying to play a key role in enormously successful infomercial campaigns. We understand the critical role that media strategy plays in building DRTV hits, and our team is the best in the business at selecting the right media at the right time for the right client."

About Infomercial Monitoring Service Inc.

Infomercial Monitoring Service is a research and publishing company that tracks both long- and short-form DRTV on national cable and satellite. Its database and video library services companies are involved in all aspects of the DR industry. IMS provides weekly and monthly reports of DRTV rankings, verification, evaluations, research, consulting, film and video production, post-production and broadcast duplication.

About Cannella Response Television

Cannella Response Television (www.tvinformercial.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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