

Cannella Response Television Named Exclusive Infomercial Media Placement Agency for The Water Channel™

BURLINGTON, WI, Jan. 2, 2006-Cannella Response Television announced today that it has been named the exclusive long form infomercial media placement agency for The Water Channel™. The Water Channel is a service of MCE Television Networks, Inc., an Everett, Wash.-based water recreation programmer that soon also will be operating the Club Blue™ home shopping channel. The Water Channel is currently available in more than 11 million homes via DISH Network on channel 216. Cannella specializes in television direct response media placement on national cable networks and broadcast stations.

Under terms of the agreement, Cannella will exclusively place all of The Water Channel's infomercial media avails, enabling Cannella to offer its clients priority access to The Water Channel's highly targeted infomercial availabilities.

Rob Medved, president and media director for Cannella, said, "The Water Channel delivers a very targeted and desirable audience and we expect strong demand for the channel's avails. MCE has developed a great concept and we look forward to partnering with them to make it a success."

In addition to its exclusive representation of The Water Channel, Cannella Response Television also provides exclusive infomercial representation for The Hotel Network and Chicagoland Television (CLTV), a Tribune-owned network.

About The Water Channel

The Water Channel is a service of MCE Television Networks, Inc., an Everett, Wash.-based water recreation programmer that also will be operating the Club Blue™ home shopping channel. The Water Channel is available in more than 11 million homes via DISH Network. MCE's mission is to become the dominant television network in water recreation, lifestyle, and sports by providing the highest standard of programming, offering viewers entertainment, information, products and services on everything in, on, around and under the water. MCE will be creating a hand-and-glove relationship between its two channels by coordinating programming on both. For example, while The Water Channel presents a program featuring great cruise destinations, Club Blue will run programs that offer discounts on the very same cruise packages. Both networks will be supported by an e-commerce and info-commerce web site where visitors can purchase product, order additional information, book a vacation or charter, read product reviews and access program guides for The Water Channel and Club Blue.

About Cannella Response Television

Cannella Response Television, 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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