

For Immediate Release



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Mercury Media Expands Executive Roster

*Agency Names Chris Conderino EVP of Planning and Corporate DR and
Mitchel G. Bader EVP of Finance and Operations*

(New York, NY) *October 20, 2009* – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the addition of Chris Conderino and Mitchel G. Bader to its executive roster. A New York media specialist, Conderino has been named EVP of Planning and Corporate DR, where she will lead the agency's new Corporate DR specialty practice, catering to the growing number of blue chip clients moving away from traditional brand advertising toward measured media solutions that fuse traditional and direct response advertising strategies. Conderino will also expand the agency's strategic planning capabilities to support all client industries and business units, and launch Mercury Media's Interactive TV service. Bader has been named EVP of Finance and Operations, where he is responsible for overseeing, directing and coordinating the agency's financial and operational activities.

"Chris has an extraordinary combination of direct response and brand expertise, coupled with industry foresight that will keep our agency at the cutting edge of media, while Mitch's proven financial and business management success will further strengthen our operational backbone," says Mercury Media CEO Ronald C. Pruett, Jr. "We expect that their combined leadership and experience will aid us in attracting top clients from a wide array of industries."

Conderino brings a distinct expertise for crafting innovative media campaigns for brand advertisers that combine general and direct response media to achieve branding and sales goals simultaneously. She is also a proven leader in cross-platform measurement, having developed one of the first customizable media tools to chart audience and demographic data alongside consumer response, offering advertisers an early glimpse of the ROI performance models that are becoming an industry standard. Conderino has launched three full service media departments within creative agency shops and two direct response media companies including TBS Direct and Zenith Direct, where she was responsible for 600MM in billings. She has worked with leading brand and direct advertisers across several industries, including AstraZeneca, Abbott Labs, Schering-Plough, JP Morgan Chase, Wells Fargo Financial Services, PC Richards and Radio Shack.

Bader is a seasoned professional with financial and operating experience in diverse industries and companies including PepsiCo, Disney, Dell, Molson Coors and Arco. Among his more recent accomplishments is architecting the successful sale of Inpulse Response Group, a 1,000 person call center serving the direct response industry, to a publicly traded competitor, West Inc. Prior to joining Mercury Media, Bader was a Partner in the Financial Leadership Practice with Tatum, LLC, the largest executive services firm in the U.S.

"Mercury Media's impeccable record of success growing its clients' profitability has made it one of most respected companies in the direct response industry" says Bader. "We intend to capitalize on this success to grow our client roster and increase the profitability of our overall operations."

Conderino will operate jointly out of Mercury Media's Marlboro, MA headquarters and New York City, where she is based. Bader will operate out of the agency's Marlboro, MA headquarters.

About Mercury Media

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Marlboro, Massachusetts with an office in Santa Monica, California. The agency launched the first full service Hispanic direct response specialty practice, Mercury en Español, in 2009. Established in 1989, Mercury Media specializes in long form, short form and digital direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, Mercury Media develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media's clients, services and expertise please visit: www.mercurymedia.com

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