



MercuryMedia

For Immediate Release

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Mercury Media Continues Expansion of Executive Roster

*Agency Names Michael Goodman Senior Director of Analytics and
William S. Burns, Jr. Senior Director, Corporate Direct Response*

(New York, NY) *December 1, 2009* – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the addition of Michael Goodman and William S. “Biff” Burns, Jr. to its executive roster. As Senior Director of Corporate Direct Response, Burns will continue to elevate the Mercury Media brand by developing business and raising awareness of the agency’s expanding direct response capabilities among new and existing audiences. As Senior Director of Analytics, Goodman will provide strategic vision, planning and actionable recommendations for all areas of performance-based advertising, including response analysis, attribution, segmentation, media planning, and market research.

According to CEO Ronald C. Pruett, Jr., “As a performance-based media agency, research is our backbone and smart marketing is our business. Biff and Mike are top talents in their fields and I expect both will play a key role in the growth of our capabilities and client roster.”

Prior to joining Mercury Media, Goodman was Director, Consumer Research for Yankee Group, where he provided market research, syndicated reports, decision support tools and consulting services to start-ups and Fortune 500 companies seeking to understand and profit from the impact of technology on content, advertising and consumer behavior. During his time with Yankee Group, Goodman authored over 80 research reports, several of which received recognition for “Best of.” Prior to Yankee Group, Goodman was a Marketing Representative at Nielsen Media Research, where he developed the Nielsen Home Technology Report, which is still used today to enumerate the online population for Nielsen NetRatings.

“For over 15 years, I have been providing companies with critical market intelligence and strategic direction to improve their decision making process,” says Goodman. “At Mercury Media, I will use my experience to provide our clients with performance-based marketing solutions based on best practices, industry benchmarks and key metrics.”

Burns previously served as VP of Marketing at ContextWeb, Inc., a contextual media and technology company based in New York, where he helped to launch the ADSDAQ Exchange, the largest private contextual ad exchange in the marketplace. Burns also served as VP of Marketing for Burst Media, one of the first internet advertising networks, where he helped the company go public on the London Stock Exchange and developed three specific business units: Burst Network, Burst Direct and Burst Ad Conductor.

“The most effective one-two punch for today’s marketers is a skillfully developed direct response television campaign combined with a strong digital marketing effort,” says Burns. “When combined properly, these channels provide the efficiency, scale and predictable documented results successful companies now demand. I am excited to leverage my digital experience to help Mercury Media customers fully utilize the power and scale of direct response television.”

Both Burns and Goodman are based in Mercury Media’s headquarters in Marlboro, MA.

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, the agency 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 For original articles, please visit The Mercury Index Blog at www.mercurymedia.wordpress.com.

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