

For Immediate Release



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Mercury Media Names Lucio Maramba Director of Operations for Mercury en español

(Santa Monica, CA) *October 25, 2011* – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the addition of Lucio Maramba to its Mercury en español division. As Director of Operations, Maramba will be responsible for call center management, digital integration and other key performance centered functions.

“To the extent that success in the Hispanic market is all about the back-end, Lucio is uniquely qualified to help us maintain our leadership in the industry and our ability to keep innovating as we cross over more and more general market clients into this lucrative DR segment,” stated Marcelino Miyares, Jr., VP of Mercury en español.

Maramba, a 14 year veteran of Mercury Media joined the company in 1997 and quickly rose through the ranks to become Mercury’s Director of Response Tracking. Throughout the course of his career at Mercury, Maramba has proven his skill at creating systems and managing operational teams to support the agency’s Media Buying and Client Service Departments. Maramba’s operational background includes major roles in streamlining Long Form, Short Form and Internet response tracking systems. Maramba also currently serves on the Television Council of the Electronic Retailing Association (ERA).

“Having played a pivotal role in developing innovations in workflow automation and the evaluation and integration of new technologies and software at Mercury, I look forward to utilizing my extensive institutional and industry knowledge to help the Mercury en español division continue to expand and evolve,” said Maramba.

Maramba will operate out of Mercury Media’s Santa Monica office.

About Mercury Media

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Santa Monica, California with offices in Marlboro, Massachusetts and Philadelphia, Pennsylvania. 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, and short form 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. Follow us on Twitter: www.twitter.com/mercurymediadr.