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CONTACT: Jackie Lapin
Media Relations Consulting
(818) 707-1473
jlapin@intermedia-advertising.com

Inter/Media Advertising Scores Big with
Automotive Insurance Specialists' Animated-Live Action TV
Campaign, Soon To Debut 2nd Spot in Series

Jungle Adventure Arrives on the Heels of Successful Auto Racing Spot

ENCINO, CA (October xx, 2007) – Like box office blockbusters that generate their own sequels, a highly successful ad campaign crafted by Inter/Media Advertising® for Auto Insurance Specialists, Inc. (AIS), is spawning a second blended live action and animation spot filled with heart-pounding action.

The initial spot called "Video Game" showed its live action protagonist in the animated sleek blue race car racing to out-pace a competitor and claim the trophy from the hands of a beautiful female official. In the new spot, "Jungle Adventure," our hero evades alligators, cannibalistic pygmies, quicksand and more on his way to great auto insurance savings, and of course, he still gets the girl.

The new commercial targeted at the hard to reach 18-34 year old males, will keep the momentum going after the success of "Video Game," which created a 30% lift in sales for AIS. Created by Inter/Media in-house, the 30-second hybrid spot is being written, directed and produced under the leadership of Inter/Media creative director Oscar Bassinson. Bassinson also heads up the company's award-winning production subsidiary, Inter/Image. The new AIS spot will air in daytime, fringe and news dayparts on local broadcast and local cable networks. It will begin airing in November.

(more)

"With the success of our first animated campaign we thought it was appropriate to continue with an animated concept," said Sheilin Herrick, Marketing Manager for AIS. "The jungle-theme is intended to express the challenges many clients face while shopping for insurance. There are a lot of perils out there that can be dangerous and confusing. AIS' aim is to alleviate those concerns by allowing clients to work directly with a sales representative to discern the right combination of price and coverage for them."

Inter/Media Advertising, which bills \$400 million annually, has gained a national reputation for uniquely blending direct response advertising with general market techniques. Among the agency's clients are ditech, the US Army, Armor All, Budget Blinds, Clorox, True Credit, Garden State Life and UBISOFT, among others. The company has been handling AIS's advertising since 1997.

"We want to continue tapping into that aspirational sense of adventure that men have," said Robert Yallen, President of the Inter/Media Group of Companies. "They react to the excitement and the entertainment in these spots, but clearly they also respond to the message—significant savings of up to \$600 with AIS—and are further motivated by receiving a digital video camera with a free rate quote."

For more information on Inter/Media Advertising, contact Yallen at Bob@intermedia-advertising.com or 1 (800) Time-Buy.

About Inter/Media Group of Companies

Inter/Media Advertising® is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media's proprietary and precedent-setting lead/sales tracking system AccuTrack® provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business units--Inter/Media Advertising® (strategy, planning and research), Inter/Media Time Buying Corp® (offline media execution), Inter/Media Interactive™ (online planning, buying and creative), Mediapoint Network® (Performance-based advertising), Inter/Image Productions®, Inter/Post Productions® Editorial, and InterQuantum™ (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.Intermedia-Advertising.com>.

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