



INTER/MEDIA GROUP OF COMPANIES
KEY PERSONNEL

ROBERT YALLEN
President & Chief Operating Officer



It's no surprise that Robert Yallen was a collegiate All-American sprinter. Keeping up with him today is definitely a challenge. As president of the Inter/Media Group of Companies, he oversees seven different units that all operate individually, but can also synergistically combine to offer a variety of services to the company's clients.

Along with his father Sydney Yallen, Bob Yallen has spearheaded Inter/Media's growth from a local time buying specialist to a \$350 million national powerhouse that has made advertising *accountability* a watchword. Using proprietary technologies, cost efficient direct response buying strategies and mainline advertising production and practices, he has made Inter/Media a leader in product sales, brand recognition and retail advertising. Bob's vision and media knowledge have allowed him to introduce a number of new and innovative media strategies to the industry.

In addition to his corporate duties, Yallen handles certain responsibilities within the Inter/Media Advertising® subsidiary—the recruiting and contracting of celebrity endorsers, managing all of the company's contractual and legal matters, supervising media relations—and, with his father pursuing business development, co-managing key accounts and developing the creative and media buying strategies for many of the clients.

Yallen first began working for Inter/Media in 1981 while attending Southwestern University School of Law, where he ultimately received the highest achievement granted in Mass Communication Law. In 1984, Bob received his Juris Doctor degree and in 1985 was admitted to the state and federal bars of California. Specializing in entertainment, advertising and business law, he initially worked as an associate for a small law firm. But with Inter/Media poised to grow, he was lured back to rejoin the company in 1985, where his unique skills made significant contributions to the company's growth and strategic re-positioning. Today he has evolved into one of the leading experts and authorities on direct response advertising.

Over the past 15 years, he has guided highly successful campaigns for Public Storage, ditech.com, the US Army, GMAC Insurance, Armor All, Dish Network, Budget Blinds, Glad, Clorox, Nordic Track, Breath Assure, Black & Decker, Emson, Sanyo and Auto Insurance Specialists. During his tenure, the company launched several new divisions, including Inter/Image Productions, InterPost Productions, Media Point Network®, and InterQuantum- and has grown to \$350 million in billings. He has negotiated celebrity endorsement agreements with Rod Carew, Alan Rachins, George Kennedy, Elliot Gould, Judge Joseph A. Wapner, Shari Belafonte, Donald O'Connor, Cindy Williams, Fran Tarkenton, Kate Jackson and Katherine LaNasa among others.

He has a Bachelor of Science in Business with a marketing emphasis from California State University, Northridge and a Juris Doctor from Southwestern University School of Law.

SYDNEY YALLEN
Chairman & Chief Executive Officer



Sydney Yallen has been a media innovator since starting in radio in the late 40s. Now more than 50 years later as CEO of the 32-year-old Inter/Media Group of Companies, he had built a \$350 million, seven-business-unit media organization. Yallen has led the charge in the origination of offline and online proprietary technology, with his son Bob, and has now raised the bar in the media space.

While many of his colleagues have begun planning their retirement parties, Yallen continues to do breakthrough advertising for more than 30 current Inter/Media clients. Syd provides day-to-day leadership on many of the company's key accounts, oversees the financial and administrative operations for the firm, and heads new business development.

Syd Yallen founded Inter/Media in 1974, after a remarkable career in the heart of Southern California's advertising community. He originally began work in the broadcast and advertising industries at the age of 13 as a part-time office boy for KFWB radio in Los Angeles. After joining KFWB at such a young age, he worked his way up through the news, production, promotion, advertising, and sales departments eventually to station manager, where he stayed for nine years. At that time, KFWB was a music-news-sports format ranked 5th in the greater Southern California Market. In 1958, Syd introduced "Color Radio-Fabulous 40" to the Southern California listeners, which was at the time, the most successful advertising promotion campaign ever conducted by a radio station. In only five weeks, KFWB became the number one radio station in Southern California.

In 1958, Yallen moved on to become executive vice-president of Continental International Productions, a leading syndicator of radio and television programs. Nine years later, he joined broadcast barter company Pepper and Tanner to assume the position of West Coast regional manager. In 1970, Syd established the West Coast operations for the media buying service Media Partners, headquartered in New York. When that partnership dissolved, Yallen formed Inter/Media, now in its 32nd year.

Syd holds a Bachelor of Science degree in advertising and marketing from the University of Southern California. Like his son, he was once a track and field star, in high school (at Fairfax High) and at College of the Pacific. He was clocked in 9.7 in the 100-yard dash when the world record was 9.4.

INTER/MEDIA ADVERTISING

Lucy St. George **Executive Vice President**



Lucy St. George is a key player in the agency's growth. She shepherds operations and sales, key clients and new business development for Inter/Media Advertising®. She has supervisory responsibilities over most of the company's advertising functions.

With 20 years of experience, St. George was in on the inception of the direct response advertising medium and has become an authority on integrating and combining direct response advertising into the general advertising market landscape.

St. George joined Inter/Media from Initiative Media North America, where she was Executive Vice President and Managing Director of the Direct Response Division, overseeing \$200 million in billing. She provided leadership for the national staff of 60, while managing key accounts and supplying top management attention to Fortune 500/1000 clients. New business was also a major focus of her efforts during her 10 years with Initiative.

Prior to joining Initiative Media, St. George was sales manager with Direct Response Marketing, charged with business development. She added more than 20 television stations and syndicated shows to the company's account base.

Beginning her career at KCOP-TV where she worked in both the traffic department and advertising sales, St. George then moved on to serve 10 years managing accounts at Petry Television.

Donna Wald
Senior VP, Group Account Director, ditech.com



Donna Wald oversees all media planning, media buying, optimization of client dollars on the ditech.com account.

Wald has more than 25 years of advertising experience, having served in both client service, client management, and media planning and buying capacities on a broad array of clients.

Prior to joining Inter/Media, Wald was Executive Vice-President, Group Account Director at Initiative Media, Los Angeles. Wald had been a key member of Initiative Media's client service team for 15 years, with experience in virtually every major client category. She led the media planning and buying groups on The Walt Disney Company, Bally Total Fitness, Jenny Craig, E*Trade, Gerber Foods, Novartis Consumer Health, and Clint Eastwood accounts. In doing so, Wald worked closely with advertising agency Presidents, Chief Financial Officers and all media personnel on marketing and media objectives. Her media management experience includes heavy retail, blended general media and direct response, as well as a proven track record of growing the clients' business and maintaining strong client relationships.

Wald began her career at Lintas in NY and then moved to J. Walter Thompson. She opened the Dallas office for J. Walter Thompson, where she worked on Burger King and Ford Dealer accounts. The Fox movie account drew her to JWT/LA where Wald became Vice President, Regional Broadcast Director, managing a staff of 17.

Wald earned a Bachelor of Arts from Rider University in Lawrenceville, New Jersey and a Master of Arts from Hunter College in New York.

Richard Pike
Senior VP, Media Director



Richard Pike oversees the research and media planning for Inter/Media Advertising®.

Pike is a veteran with more than 25 years experience in advertising and media. He has held senior management positions on both the client and agency side of the business. Prior to joining Inter/Media, Pike was in charge of the media, client service and research departments of Buckley/Friedman Marketing Communications in Costa Mesa, CA. Previously, he was Vice President, Media Director of J. Walter Thompson in San Francisco. Pike has also held media positions at agencies in Chicago and New York.

Pike also spent a number of years at Hunt-Wesson Foods in Fullerton, CA, serving more than 12 years as Director of Advertising Services, where he established and supervised an in-house advertising and media department, servicing the needs of 14 brand marketing groups and supervising the activities of outside advertising agencies and a media buying service.

One of Pike's strengths is a thorough understanding of the most current media data processing systems, and he has conducted numerous primary marketing research studies for clients, both qualitative as well as quantitative.

Serving on committees for both the American Association of Advertising Agencies, as well as the Association of National Advertisers, Pike has also been a National Advertising Review board panelist.

Pike has a Bachelor of Arts degree in Political Science from Brown University, Providence, Rhode Island.

Malena Cruz
Senior Vice President and CFO



Malena Cruz handles all financial matters for the seven units within the Inter/Media Group of Companies. She joined the agency in 1994 as Controller. With her prior experience in auditing and accounting, Cruz set her path to automate the accounting functions, maintaining up-to-date information of the financial status of the agency, as well as clients and networks.

Prior to joining Inter/Media, Cruz served as Controller for mid-sized direct response company in West Los Angeles. In addition, she spent seven years as a Senior CPA in the public accounting sector with a well-established firm, Garrison and Associates, independent auditors for national and foreign auto manufacturers.

She is currently Senior Vice President and Corporate Controller and is responsible for the management of the financial and accounting functions and for instituting payment schedules to clients and credit negotiations with the networks.

Malena has a Bachelor of Arts and Science with honors in accounting at California State University of Fullerton; Alpha Beta Sigma Association Lifetime Membership, CPA certification.

Jackie Mark
Senior VP Media Director,
Direct Response Media Director



Jackie Mark is responsible for leading the team that does all the direct response media buying, planning, budget management for Inter/Media Advertising® clients. Since joining Inter/Media six years ago, Mark has worked on all direct response media proposals and buys including US Army, Public Storage and Clorox, among others. Her current responsibilities include managing the direct response media staff consisting of buyers, coordinators, and assistants. To keep her pulse tightly on the direct response media environment, she personally continues to buy several key networks and markets, in addition to syndicated properties.

Mark started in the television industry in 1989 with Paramount Television managing all aspects of traffic on "The Arsenio Hall" Show. She then spent six years with Key Media, a small New York agency specializing in direct response. While at Key Media, she held the positions of Account Executive, Sr. Account Executive, and was then promoted to Media Director. Responsibilities included quarterly and yearly budgets, selling of advertising time, as well as buying advertising time and managing all media. She has worked extensively with all major cable networks.

After relocating to Los Angeles in 1997, she held the position of Senior Media Buyer at Williams Worldwide working on such accounts as Hoover, LA Times, Galderma and many others. Prior to joining Inter/Media, she was Network Supervisor at Western International Media on the Blistex, Stridex and Sun America accounts.

She has a Bachelor of Business Administration from George Washington University, Washington, D.C.

Michelle Zygelman
Vice President, Account Services



Michelle Zygelman, who has been with Inter/Media since 1996, manages eight key accounts including Corinthian Colleges and the Law Offices of Roni Deutch.

Starting in operations, Zygelman she gained a thorough understanding of telemarketing, data sourcing and client needs in terms of reporting and data dissemination. As a result, she quickly moved up to Account Executive, then Account Supervisor, and Vice President. Zygelman has supervised an impressive client list, including Emson, Wellquest International, Law Offices of Roni Deutch, Vonage, Ontel, International Brands Management,

Genesis Media, Nordic Track and Fairfield Communities.

Zygelman was also responsible for supervising the media plans for Emson's houseware product Citrus Express which was on Jordan Whitney's Green Sheet for 26 consecutive weeks, holding the number one position for much of that time. Citrus Express sold millions of units via DRTV and Retail.

She has a Bachelor of Science in Business Administration, with an emphasis in marketing from the California State University at Northridge.

Kevin Szymanski
Vice President Client Services, Vice President Paid Programming



Kevin began his media career handling all aspects of advertising for an Independent Record Label based in Los Angeles. From there, he joined Premiere Radio Networks and was the liaison between Premiere and Clear Channel operated radio stations.

Kevin came aboard Inter/Media in 2001 as an Account Executive. In his current roll as Vice President Client Services and Vice President Paid Programming he manages some of Inter/Media's key accounts, including It's Just Lunch, Corinthian Colleges, Dish Direct, Auto Insurance Specialist, Emson & Wellquest, as well as several clients in the legal and home-based business space. Additionally, Szymanski oversees Inter/Media's long-form (infomercial) department.

Grant Rosenquist,
VP Analytics & Technology



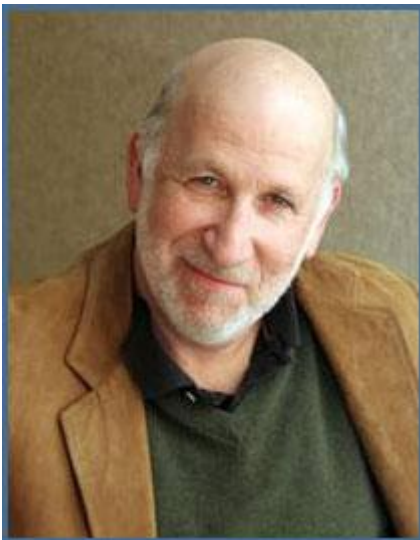
Grant Rosenquist has dual skills that make him a valuable addition to Inter/Media's team. Not only is he a skilled media planner and ad campaign director, but he is also an expert in ad industry analytic data systems. Thus, he is charged with creating, enhancing and managing the company's proprietary technology systems, developed to manage and track media efficiency.

Grant came to Inter/Media after 17 years specializing in research, planning and managing media advertising campaigns. That includes nine years with KSL Media West in Seattle, and five with Western/Initiative Media in Los Angeles and San Francisco. Along the way he's

worked with clients such as BellSouth, Coors, Jenny Craig, Revlon and Viacom. Rosequist has managed direct response campaigns for Starbucks and Sony. And, at Initiative, he spent a year formulating the company's corporate POV on the emerging media marketplace, thoroughly immersing himself in Internet and digital technologies. He also applied his talents at CBS's Television Stations Group. Rosenquist developed campaign and response tracking and management systems for marketing elective medical procedures with The Hillside Group in Florida, as well as working on the direct-to-consumer Corian 123 program for DuPont at Doner in Detroit.

INTER/IMAGE PRODUCTIONS
INTERPOST

Oscar Bassinson
Vice President/Creative Director Inter/Media Advertising®,
President of Inter/Image Productions® and InterPost Productions-Editorial®



Oscar Bassinson is the chief creative force behind all of Inter/Media's client advertising campaigns. He serves in many capacities throughout the company. As Vice President of Inter/Media Advertising®, he conceptualizes and writes the client TV and radio commercials and print ads. As President of Inter/Image Productions®, he produces and directs them. As head of InterPost Productions®, Bassinson then supervises the company's post-production services for both Inter/Media clients and the advertising/entertainment community at large.

Bassinson came to Inter/Media as a highly regarded and award-winning TV commercial producer with a pedigree that included McDonald's Restaurants, CoCo's Restaurants, Wolfgang Pucks', Betty Crocker, Salada Tea, Taco Bell, Pam Cooking Spray, and Cool Whip and more. Bassinson's work has won Clio, Addy, Telly, Aurora, Axiem, MarCom Awards, as well as The National Restaurant News Annual Award for Excellence in Advertising.

Since Bassinson started working with the Inter/Media and Inter/Image Productions, he has brought a vast amount of experience and savvy to the Direct Response arena. His responsibilities include: contributing to brand strategies; overseeing all creative and production endeavors.

Although Bassinson began his career as a producer at a small Midwestern agency, his talents ushered him through the many creative areas of the business. Through the years, he has worked as a copywriter, art director, and eventually moved to Los Angeles in 1982, as a commercial film director/owner of a multi-director film production company.

Over the years, Bassinson has created many national campaigns, both from the production and the agency sides of the business. He has directed such film luminaries as Gregory Peck, Jack Lemmon, Donald O'Connor, Rosemary Clooney, and many more. His facility and understanding of the underpinnings of the broadcast medium make him a vital component to any creative endeavor.

He has a Bachelor of Science in Journalism specializing in advertising from the University of Kansas, 1970.

MEDIA POINT NETWORK

Jay Levin
President and Chief Operating Officer, Media Point Network®



Jay Levin is charged with taking Inter/Media's industry-leading performance-based advertising unit, Media Point Network®, and making it top of mind for a new generation of advertisers. Because performance-based advertising is a partnership with media, it is an enormously cost effective marketing and branding vehicle. Levin is drawing on his extensive experience to leverage that advertiser-media partnership with mainstream advertisers who are only now discovering its potential.

Levin comes to Inter/Media with more than 20 years of local, regional, national and international advertising, marketing and management experience. He has launched new products, markets and services from creation and production into distribution, marketing and sales channels for flagship companies such as Time/Warner Books in publishing, Buckley Broadcasting and Clear Channel in radio, Cox Communications' KTVU Fox affiliate in San Francisco in broadcast television, and AOL in the online space.

In addition to his advertising leadership, Levin has also long been a Management Consultant and an Executive Coach. He also engages in content development, program presentation of leadership and creativity training with clients in the fields of finance, technology, government, enterprise software, legal and consulting.

Levin earned a Bachelor of Arts degree from the prestigious SUNY College at Purchase. He also did undergraduate work at Pennsylvania State University and language study at Universita di Perugia, Italy. Levin received a certificate from and graduate assistant training with Dale Carnegie, as well as Mediation training and work with the influential Conflict Resolution and Mediation Center of Monterey County, California.

INTERQUANTUM

Anthony Raissen **President, InterQuantum™**



The founder of Breath Asure, Inc., Anthony Raissen shepherded his product development and marketing company from concept and start-up in 1992 to a global, multi-million dollar entity. Raissen was primarily responsible for product development and advertising, including special events and cross-promotional opportunities, as well as the establishment of international business and retail relationships. Raissen's key relationships strengthened the company's abilities from a strategic standpoint, as well as financial standpoint. His advertising agency partner in that venture with Inter/Media Advertising®, whose strategies and media buying savvy were the catalyst for the product's success.

Now he has come back to join with Inter/Media to put all of those talents to work in the new Inter/Media business unit InterQuantum™, chartered to help companies plan and manage their growth from direct response or Internet sales to retail. He assists them with evaluating the market, positioning their products, leveraging their assets, navigating the retailer relationship and insuring sell through.

Raissen began his first entrepreneurial ventures in his youth while growing up in South Africa. Upon graduating from Technikon, Witwatersrand, in Johannesburg with a degree as an "Illumination Engineer"--an electrical engineer specializing in lighting design--he joined with his older brother to form Raissen's Electrical, a consulting and installation company whose clients included banks, art galleries, malls, and custom homes. Finding Southern California, the hub of the entertainment industry, a hospitable environment for lighting designers, Raissen moved to the U.S. and opened an office in North Hollywood, CA.

Ever the inventor, in the late '80's Raissen was challenged by his wife, Lauren, who confessed that she was sensitive to his strong breath. Her husband's daily habit of eating pickled cucumbers and spicy foods seemed the likely source. Determined to find a solution, Raissen reasoned that since bad breath is natural, it seemed that a remedy would also be natural. So in 1991, the Raissens teamed with researchers to create a perfect product to bring to the consumer market. The result: a tiny golden capsule which the couple introduced at a local garlic festival. A blend of all-natural sunflower and parsley seed oils in a gelatin capsule soon won over skeptics and became the hit of the festival. Anthony and Lauren went on to found Breath Asure and make it a nationwide phenomenon and multi-million dollar success.

Having established himself as a business innovator in both hemispheres, Raissen has lectured before the Entrepreneurial Program at the University of Southern California, among other business and academic audiences, and in June 1998 was elected to the Board of Directors of the Southern California Entrepreneurship Academy.

Lauren Raissen
COO, InterQuantum™



Former President, Chief Financial and Operating officer of Breath Asure, Inc., Lauren Raissen brought a bottom-line perspective to the California-based product development, manufacturing, and marketing company.

Under her management, Breath Asure grew exponentially from sales of \$40,000 in 1992 to over \$30 million. Raissen managed all financial, operational and administrative areas of the company and was involved in developing strategic direction for new products and new business opportunities.

INTER/MEDIA INTERACTIVE

Todd Geller
Senior Vice President, Inter/Media Interactive™



Todd Geller joined Inter/Media in 2006 with the goal of anchoring and establishing the first interactive specialty agency to offer all seven key services for Internet marketing: online media planning and buying, search engine marketing, search engine optimization, email marketing, affiliate marketing, web advertising sales and web design. And with Grant Rosenquist, he is also spearheading the development of new proprietary technologies to increase sales, impact, efficiency and accountability.

As Senior Vice President of Inter/Media Interactive™, Geller works with clients looking for creative ways to get the maximum return on their investment with Internet marketing. Geller stewards operations across all online departments. He brings with him extensive experience and leadership in the field compiled over 14 years.

Prior to joining Inter/Media Interactive, Geller was president of Longview Media/Internetfuel, in charge of one of the largest online networks in the country. He was instrumental in creating the third largest online advertising network in the world, serving close to 40 to 100 million impressions a day with a viewership of 35 million. Geller was further instrumental in creating online campaigns for nearly 350 different clients. Most recently, he was the media director for Reunion.com.