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Inter/Media's InterQuantum™ Unit Announces IQ Plus™

Proprietary Technology Helps Product Sellers Make Informed & Focused Ad Decisions Based on DMA Distribution of Mass Merchant Retail, Food and Drug Stores

ENCINO, CA – Product marketers often face a tough dilemma once they've sold their products into major food, drug and mass merchant retailers—how to figure out where to spend ad and promotional dollars when there are thousands of points of distribution?

Now InterQuantum™, one of the Inter/Media Group of Companies, is announcing IQ Plus™, a proprietary technology that merges the nation's food, drug and mass merchant retailer stores with a state-by-state, city-by-city and DMA-specific database, enabling advertisers to make informed and focused decisions about how and where to spend their marketing dollars against their retail distribution.

With a database of approximately 40,000 retail stores, IQ Plus can be used to create a matrix of the client's retail distribution plotted against a media schedule at the local level by DMA, or on a national level--based on overlaying the client's retail penetration market-by-market, store-by-store.

"We have spent the last two years developing this technology," said Anthony Raissen, President of InterQuantum. "As a company whose parent has been a leading direct response marketer for 30 years, we found that it was imperative to provide the kind of cutting-edge information that prevented precious dollars from being wasted. InterQuantum's mission is to help product marketers make the best decisions that will ensure their success at retail."

(more)



IQ Plus delivers meaningful data in minutes, information that was never before available in such a comprehensive resource. The data can be exported to a variety of formats, enabling the creation of charts, graphs or spreadsheets to meet the client's marketing and advertising needs. This data is then cross-tabulated against media-specific campaigns, simplifying the process of planning and executing media campaigns.

IQ Plus is a program that has already been instrumental in enabling InterQuantum to win new business with fact-based proposals and schedules. Headed by entrepreneurs Anthony and Lauren Raissen, who conceived, created and marketed the phenomenally successful BreathAsure natural breath freshener that became a global multi-million dollar powerhouse, InterQuantum helps companies plan and manage their growth – whether those are direct response lead generation businesses seeking to expand or product marketers looking to begin with direct response and eventually sell at retail.

InterQuantum, one of Inter/Media Group of Companies, assists them with evaluating the market, positioning their products, leveraging their assets, navigating the retailer relationship and ensuring sell through. InterQuantum provides strategic marketing, advertising and sales representation for a variety of clients ranging from small entrepreneurial companies to public companies. InterQuantum specializes in developing, planning and executing direct response and retail campaigns.

“IQ Plus is a program that has long been needed to help marketers maximize their advertising dollars and increase sales,” noted Raissen. “We are constantly working to improve the database and provide even more meaningful and in-depth data to our clients.”

IQ Plus continues the leadership in technology established by the Inter/Media Group of Companies. Inter/Media Advertising®, a \$400-million agency and media organization that uniquely blends direct response advertising with general market techniques, is known globally for its proprietary and precedent-setting lead/sales tracking system AccuTrak® that provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers, and optimize their media buying power.

For more information on IQ Plus or InterQuantum, contact Anthony Raissen at (818) 995-6812 or email: Anthony@interquantum.com

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 AccuTrak® 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, LLC (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.intermedia->

Advertising.com.

**EDITORS NOTE: 300 dpi downloadable photos are available at
www.intermedia-advertising.com/media.html**