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The Inter/Media Group of Companies

An Industry Leader Blending Direct Response and Brand Advertising on All Platforms

Few organizations in the advertising industry have the scope of expertise found in the Inter/Media Group of Companies. **Full service advertising?** Got it. **Direct response leadership?** Absolutely! **Performance-based advertising?** Nobody has a bigger network. **Time-buying?** Renowned for cost effective buying for both brand marketing and direct response. **TV and Radio Spot Production?** Award-winning. **Interactive Advertising, Marketing and Outreach?** Connected. **Taking Direct Response Products To Retail?** Sold!

What connects them all? They are leaders in product marketing, customer acquisition and brand penetration...marrying multiple traditional and non-traditional platforms.

Begun as Inter/Media Time Buying Corp., a California-based media buying service in 1974 by Syd Yallen, the united companies in the Inter/Media group have grown to seven separate business units, each with its own specialty. Under the direction of Syd, CEO, and his son Robert, who serves as President, the Inter/Media companies will reach \$350 million in billing this year.

Inter/Media Advertising, the flagship division, has earned a singular reputation for uniquely blending direct response advertising with general marketing techniques. The company has applied its distinctive combined talents to such recognized brands as Public Storage, ditech.com, the US Army, GMAC Insurance, Armor All, Dish Direct, Discover Card, Budget Blinds, Glad, Clorox, Black & Decker, Vonage, Emson and Sanyo.



It also launched into TV history the hugely successful direct response campaigns for Breath Asure, Nordic Track, Auto Insurance Specialists, Hollywood 48-Hour Diet, Law Offices of Roni Deutch, TaeBo, K-Tel International, Hooked on Phonics, True Credit and Prudent Choice. Breakthrough total branding campaigns for new products are a hallmark of the agency.

The seven allied companies in the Inter/Media Group of Companies operate cooperatively. Clients may use their services individually or collectively. They are:

- **Inter/Media Advertising®**—A nationally recognized full-service advertising agency with media and market research, strategic planning, creative and account management specialties.
- **Inter/Media Time Buying®**—A comprehensive media buying service utilizing all forms of media with an emphasis on short form direct response advertising, retail brand awareness and packaged goods.
- **Inter/Image Productions®**—An award winning film and video production company, headed by top TV director and creative Oscar Bassinson, specializing in commercial advertising (direct response, retail, e-commerce and packaged goods, as well as industrial films.) Production can include printed support (ads, collateral).
- **Inter/Post Productions®**—A complete digital non-linear post-production and audio sweetening facility that specializes in film and video production, as well as 3-D graphic animation.
- **Mediapoint Network®**--A unique proprietary network of hundreds of media affiliates—comprised of television, cable, radio and print, on a local, regional and national basis --created to help clients take advantage of a little-used form of advertising that requires no expenditure up front. Performance-Based advertising is a profit-sharing self-liquidating arrangement where the media organization agrees to run direct response spots in remnant time at no risk to the advertiser.
- **Inter/Media Interactive™**—A new interactive unit offering fully integrated online planning, buying, optimization, search engine optimization, search engine marketing, website design, web ad sales and creative services.
- **InterQuantum, Inc.™**—A specialty unit designed to help direct response clients strategically expand into the retail marketplace. This unit has developed proprietary technology designed to maximize retail sell through.

The individual Inter/Media units work synergistically on behalf of company clients. Most of the group's clients are active with more than one unit.

Innovation is a keystone in the firm's culture. A trendsetter on all fronts, Inter/Media has developed a number of proprietary technologies designed to create more value for its clients. Inter/Media's precedent-setting lead/sales tracking system AccuTrak® has contributed significantly to the firm's leadership in the industry by providing a means to determine where leads actually originate and moving dollars to where they are most effective. Soon to be revealed is another exciting new technology that will revolutionize performance-based advertising.

Inter/Media is poised for 25% growth in 2007. That growth reflects the number of major advertisers and product marketers who are recognizing The Inter/Media Group of Companies as a unique resource. The 32 years of media buying experience garnered by the Yallen's and their 60-person staff, coupled with the creative and technical sophistication of the company gives Inter/Media a reputation and profile unlike any other in the advertising business.