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**Inter/Media Speeds Ahead with InterQuantum™, LLC,
New Consulting Unit Headed by BreathAsure
Entrepreneurs Anthony and Lauren Raissen**

**InterQuantum Helps Product Marketers Make the Leap to Retail and Lead
Generators Reach New Candidates**

Addition of New Division Makes 7 in Inter/Media Group of Companies

ENCINO, CA – (April 9, 2007)-- When you launch a new product, wouldn't it be nice to have a guardian angel sitting on your shoulder directing and working with you on exactly how to position it, market it, advertise it, get it into retail stores and then make sure it's a hit so it stays on the retailer's list of must-have products?

Now there's a new division of Inter/Media that will act just like a guardian angel for companies wishing to expand and grow. InterQuantum™, LLC, the seventh and newest unit in the Inter/Media Group of Companies, has been launched to provide counsel, guidance, access and influence to organizations that want a faster and smarter way to their goals.

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.

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“We have added InterQuantum to our lineup because many prospects came to Inter/Media Advertising needing far more counsel to achieve their goals and aspirations than what is provided by an ‘advertising agency,’” said Robert Yallen, President of the Inter/Media Group of Companies. “We also realized that we have great relationships with retailers that we can leverage to help product marketers get placed at major chains. Bringing in Anthony and Lauren is really like a family reunion since we worked very closely with them as their advertising agency on BreathAsure, one of Inter/Media’s hallmark campaigns. We are confident that this blend of executive entrepreneurial talent and the resources of Inter/Media will help many companies advance far more rapidly and with sound direction than they would otherwise.”

The Raissens have already been accumulating clients in the new unit. “I tell clients that before you jump in the river, you have to make sure you can get all the way across,” says Raissen, who serves as President. “If you get scared, run out of resources, or lose direction, you will drown. We help them take a step back and determine if they have the ability to make the leap before they venture out and lose a lot of money. Sometimes the best money they spend is the money you don’t spend. It’s great to have clients who know what they know, but our gift is that we help clients discover what they *don’t know* and then help them to bridge the gap. We then set up the strategies and open the doors that will insure their success. InterQuantum provides solutions, expertise, products and great customer service to our clients in order to enable them to identify, articulate and achieve their personal and corporate visions, goals, desires and aspirations.”

The Raissens at InterQuantum and their colleagues at Inter/Media Advertising® leverage years of experience and clout to help clients successfully introduce or expand their product’s presence. InterQuantum develops, plans, and executes strategic advertising and marketing campaigns, as well as retail sales representation for direct response, lead generating and retail clients. The company’s retail network specializes in food, drug, mass merchandiser, club, convenience and health food stores. Some of the companies with which InterQuantum has relationships include Wal-Mart, Walgreens, RiteAid, CVS, Costco, GNC, Kroger and Safeway, to name a few.

In a nutshell, the process is:

- Research the market, the competitors, the prospects for success, and the media landscape using data compiled by Inter/Media Advertising’s research department
- Access the client’s internal and external resources. Design packaging and design. Manage call centers, fulfillment centers, etc. as needed. In some cases, InterQuantum will even help source new suppliers and manufacturers to reduce costs, thus creating a price point that works at retail.
- Develop or fine tune a strategic advertising/marketing plan that may involve TV, radio, print or online advertising, taking into account the vast different media options in today’s fragmented media marketplace. Then use the clout of Inter/Media’s 32 years and millions of dollars of ad buying to get the best rates.

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- Apply a new proprietary InterQuantum technology that analyzes the intersection of advertising penetration and retail in individual markets.
- Evaluate best retailer options and then develop or help to make the sales pitch.
- Determine the best pricing options and offers for different retailers or ad campaigns
- Work with the retailer to secure the best timing, optimum visibility and placement, formulate displays, determine shipping parameters and navigate the intricate matters of fees
- Collaborate with the retailer to create promotional campaigns, co-op advertising, shelf talkers, various forms of in-store advertising, customer loyalty programs and other sales drivers that ensure sell-through.

“Each chain has a dizzying amount of different requirements,” said Raissen. “Marketers trying to do this on their own can lose patience, give up or make catastrophic decisions. InterQuantum knows the shortcuts and the solutions, and we also use our relationships with the retailers to get the best deal. We provide the face-to-face personal touch that makes it work. It’s what we do. Importantly, the clients can leave it in our hands and not worry about the details.”

Raissen points out that he and Lauren have been on both sides of the fence—as both client and agency—and thus they are uniquely qualified to act as a champion for the clients, bringing their passion for success to the table and helping the clients to realize their dreams.

InterQuantum’s clients come from throughout the U.S., Canada, as well as overseas. Half of the company’s clients are product marketers looking to enhance their direct response buying power with Inter/Media’s knowledge and clout, and then make the jump to retail. The other half are lead-generation companies selling businesses opportunities, franchise opportunities, and educational leads, etc. that can benefit from the breadth and depth of InterQuantum’s expertise and the combined resources of the seven Inter/Media companies. InterQuantum steps in and essentially becomes the marketing arm for many of its clients. Another source of business for the company are agencies that may not have the expertise and buying power in direct response or the relationships in the retail sector that InterQuantum has at hand.

“We believe in developing strong long-term relationships through remarkable interpersonal skills and understanding, as well as becoming an integral part of a client’s team by providing ongoing support,” says Lauren Raissen, who serves as COO and CFO.

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About Inter/Media Group of Companies

Inter/Media Advertising is a fully horizontal integrated \$350-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, LLC (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.Intermedia-Advertising.com>.

EDITORS NOTE:

Interviews available with Anthony Raissen...call Jackie Lapin (818) 707-1473

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