



**FOR IMMEDIATE RELEASE**

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**Inter/Media Advertising® Promotes Kevin Szymanski to Vice President Client Services and Vice President Paid Programming**

**ENCINO, CA (January 18, 2006)** – Kevin Szymanski has been named Vice President Client Services and Vice President Paid Programming for Inter/Media Advertising®. He was previously Senior Account Supervisor, Long Form Director.

Szymanski 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.

Szymanski 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.



"Kevin has been a real All-Star in our organization," said Robert Yallen, President of Inter/Media. "He's played multiple positions and contributed significantly to our growth over the past five years. Kevin has really enhanced our strength in several areas. We are pleased to recognize him with both of these Vice President titles."

**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<sup>®</sup> 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<sup>®</sup> (strategy, planning and research), Inter/Media Time Buying Corp<sup>®</sup> (offline media execution), Inter/Media Interactive<sup>™</sup> (online planning, buying and creative), Mediapoint Network<sup>®</sup> (Performance-based advertising), Inter/Image Productions<sup>®</sup>, Inter/Post Productions<sup>®</sup> Editorial, and InterQuantum<sup>™</sup> (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](http://www.intermedia-advertising.com/media.html)**