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MediaPoint Network® Recruits Rick Sax as New VP Affiliate Relations and Development

Affiliate Relationship Specialist to Manage and Grow Network That Provides Both Ad Clients and Media Revenue from Performance-Based Advertising

MediaPoint Network is one of the Inter/Media Group of Companies

ENCINO, CA (March 12, 2006) – MediaPoint Network® has announced that Rick Sax, formerly the VP/Sales Manager of Katz Direct's Paid Programming Division, has joined the Network in the newly created position of Vice President Affiliate Relations and Development.

Sax will be charged with managing and growing MediaPoint's existing network of many hundreds of media outlets that partner with MediaPoint Network in its performance-based advertising programs. In performance-based advertising, the Network's ad clients and media partners all share in the revenue from the successful product and lead sales generated by advertising campaigns. As media are looking for innovative and reliable secondary sources of revenue to monetize their unsold or undervalued inventory, MediaPoint has emerged in the last three years as a trusted partner resource to fill that void with high quality, above average ROI performance-based advertising offers from well tested and qualified national advertisers.

MediaPoint's growing network consists of hundreds upon hundreds of TV networks, broadcast stations, local and national cable networks, syndicated national TV, syndicated national radio, local radio and selected print media. The network continues to add visionary media partners who are interested in increasing income to their bottom line.



MediaPoint Network is one of seven companies belonging to the Inter/Media Group of Companies, a \$350-million advertising powerhouse that has pioneered proprietary information technology designed around sales and lead generating data that maximizes ROI. 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.

“We are thrilled to have Rick Sax join MediaPoint Network at this timely point in our expanding growth cycle,” said MediaPoint Network’s President and COO Jay Steven Levin. “He comes to us from a group of heritage companies, having established a superb reputation for his affiliate-management skills, integrity, savvy, commitment and reliability. We know that both our media partners and our ad clients will benefit from adding his knowledge and expertise to our capabilities. Rick’s joining MediaPoint Network represents a real time win-win for both sides of the advertising equation, media partner affiliates and advertising clients alike.”

Before his six years at Katz Direct, where he oversaw \$20 million/year infomercial sales for 180 stations across the U.S., Sax served as sales manager of paid programming and direct response at Millennium Television. From 1995 to 2000, he was an account executive at SelTel, selling national spot TV advertising for more than 40 network affiliates. Prior to that he was a local ad sales account executive with Comcast Cable. Sax began his career at Blair Television in 1994 as a sales assistant. He is a graduate of the University of Southern California.

For further information on MediaPoint Network and its services, call Jay Levin at 818-995-1455 extension 486 or email him at jlevin@mediapointnetwork.com.

About MediaPoint Network

MediaPoint Network is a leader in the growing field of performance-based advertising where the Network’s ad clients and media partners all share in the revenue from the successful product and lead sales generated by advertising campaigns. As media are looking for new, innovative and reliable secondary sources of revenue to monetize their unsold or undervalued inventory, MediaPoint has emerged as a major source to fill that void with performance-based advertising offers from highly qualified national advertisers looking to deliver media more efficiently. MediaPoint’s growing network consists of many hundreds of TV networks, TV stations, local cable, national cable networks, syndicated national TV, syndicated national radio, local radio and selected print media. The network continues to add visionary media partners who are interested in increasing income to their bottom line. MediaPoint brings to the advertising landscape a scalable network of active media partners and the clout of 32 years of media buying from Inter/Media Advertising, coupled with proprietary new state-of-the-art technologies that up-to-date lead, sales and transactional tracking information to enable better ROI management. For more information, go to www.mediapointnetwork.com.

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>.