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Grant Rosenquist Joins Inter/Media Advertising® as VP of Analytics and Technology

He will be Responsible for Enhancing the Company's Proprietary Technology Systems to Manage and Track Media Efficiency and Optimize Ad Dollars

ENCINO, CA (September 15, 2006) – As Inter/Media Advertising® and the Inter/Media Group of Companies continue to grow and place a high priority on the mastery of advertising accountability, the organization has brought on board Grant Rosenquist as Vice President of Analytics and Technology. He is charged with creating, enhancing and managing the company's proprietary technology systems, developed to manage and track media efficiency and optimize ad dollars.

Rosenquist also has a long history as a skilled media planner and ad campaign director, giving him the perfect combination of industry know-how and technological wizardry to guide Inter/Media in this very important area.

Rosenquist came to Inter/Media after 17 years specializing in research, planning and managing media advertising campaigns. That includes nine years with KSL Media West in Seattle, and five with Western/Initiative Media in Los Angeles and San Francisco. Along the way he's worked with clients such as BellSouth, Coors, Jenny Craig, Revlon and Viacom. Rosequist has managed direct response campaigns for Starbucks and Sony. And at Initiative, he spent a year formulating the company's corporate POV on the emerging media marketplace, thoroughly immersing himself in Internet and digital technologies.



He also recently applied his talents at CBS's Television Stations Group. Additionally, Rosenquist developed campaign and response tracking and management systems for marketing elective medical procedures with The Hillside Group in Florida, as well as working on the direct-to-consumer Corian 123 program for DuPont at Doner in Detroit.

"Grant is an important strategic hire for Inter/Media," said Robert Yallen, President of Inter/Media, which uniquely blends direct response advertising with general marketing techniques. "We place great stock in our proprietary technologies to make and keep our company a leader in the field of accountable advertising and marketing. As Internet metrics have spawned a new generation of numbers-savvy executives, we plan to stay ahead of the game and offer them the same type of accountable tracking in all of our seven business units."

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™ (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.Intermedia-Advertising.com>.