



FOR IMMEDIATE RELEASE

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**Tracy Lehmann Comes Aboard Inter/Media Advertising®
As Director of Media Planning**

ENCINO, CA (January 11, 2006) – Tracy N. Lehmann has been named a Director of Media Planning for Inter/Media Advertising®, serving on the agency's ditech.com account.

Lehmann had been a senior media planner and supervisor at G2 Direct & Digital (formerly Grey Direct West) since 2005, working on the AAA account. Prior to that, she was a senior media planner at Colby and Partners, a division of Dentsu in Santa Monica, supervising work on the Beverly Center, Japan Airlines, Sutter Home Wines, Sharp Solar, Calpis/Ameal, House Foods and Hoyu America.



From 1998-2004, Lehmann worked at Team One Advertising, handling planning for the Lexus Dealer Account, Lexus Factory, Lexus Certified Pre-Owned Division, Air New Zealand and City of El Segundo. She advanced from administrative assistant to media planner and finally to communications supervisor.

A graduate of the University of Florida with a degree in journalism and communication, Lehmann also holds a certificate from the Institute for Advanced Advertising Studies.

"We are delighted to have Tracy on board," said Donna Wald, Senior Vice President of Inter/Media, which uniquely blends direct response advertising with general marketing techniques. "She'll bring lots of new energy to our ditech.com team and will continue to add to our depth."

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>.

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