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**INTER/MEDIA ADVERTISING® AND INTERIMAGE PRODUCTIONS®  
HONORED WITH FOUR SERVICE INDUSTRY ADVERTISING AWARDS  
(SIAA) & A ZEPHYR FOR CREATIVE EXECUTION**

***The Latest Tributes Bring the Total to 37 Awards Bestowed on the  
InterMedia/InterImage Creative & Production Teams***

ENCINO, CA (April xx, 2007) - Inter/Media Advertising® and Inter/Image Productions® have been honored by two prestigious groups for stellar advertising execution. The creative team from the two companies won a gold, silver, bronze from the Service Industry Advertising Awards (SIAA) and a Zephyr, which is designed to "honor advertising that rises above the competition and the clutter, and makes a clear and powerful case for its product."

The winning entries with the SIAA were the companies' spots for It's Just Lunch, the Dating and Matching Service for Busy Professionals. The humorous campaign features men who get frustrated and humiliated with the standard online dating routine. It pokes fun at the long questionnaire, unsuitable matches, bad photos, people who lie about their ages, the extended time waiting for responses, and friends who skewer your profile for their personal humor. In addition to the three metals won for the It's Just Lunch campaign, the Inter/Media companies' were recognized for the agency's own creative sales brochure which features a "pop-up."



A national panel of judges evaluated and rated more than 2,000 entries in eleven groups and twenty-five categories. The fourth annual SIAA recognized creative execution by service organizations.

The Zephyr Award was presented to the companies' Good Sam VIP Insurance Campaign. The "Puzzle Pieces" spot demonstrated how Good Sam VIP Insurance "fits into the lifestyle" of the RV owner. The Zephyr Awards judges are directed to ask themselves, "If I were in the market for this product, would this ad be strong enough to change my belief and attitudes, and make me more likely to purchase the product?"

These five honors bring to 37 the total number of prestigious awards presented to Inter/Media and its production subsidiary Inter/Image over the past half dozen years. Inter/Image is one of the seven individual units in the Inter/Media Group of Companies that work synergistically to service the \$400-million agency's wide and respected array of clients.

The winning campaigns were directed by Oscar Bassinson, Creative Director of Inter/Media Advertising and President of InterImage Productions, the award-winning and results-oriented film and video production company specializing in radio and TV commercials, infomercials, corporate videos, and print advertising.

InterImage Productions combines a zest for excellence, a boatload of experience in storytelling, producing, directing and editing, and a pinch of eccentricity to create all styles of radio and TV campaigns from general market to direct response. The company creates compelling campaigns that make its clients successful.

"We are honored to be filling our conference room with so many sparkling trophies and beautiful awards that remind us to always strive to for excellence in our creative execution," said Robert Yallen, President of the Inter/Media Group of Companies. "Industry recognition continues to lead clients to our door and we are proud that it helps us to raise our profile among so many illustrious competitors."

#### **About Inter/Media Group of Companies**

Inter/Media Advertising is a fully horizontal integrated \$400-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 (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, LLC (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)**