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**Inter/Media Advertising® Launches New Tax Return Preparation  
Company For Longtime Client, Roni Deutch**

***Roni Deutch Tax Center Can Now Prepare Tax Returns Over the Phone!***

**ENCINO, CA (December 11, 2006)** – After spending 16 years helping clients resolve their IRS tax problems, Roni Deutch, the owner of the largest tax resolution law firm in the nation, is now expanding into providing tax return preparation services. She will launch the Roni Deutch Tax Center in January with a direct response advertising campaign from Inter/Media Advertising® that she hopes will help her get a foothold in the territory currently dominated by H&R Block and Jackson Hewitt.

The Roni Deutch Tax Center is intent on revolutionizing the tax return preparation industry by providing taxpayers with an innovative and convenient way to prepare their tax returns. The initial Roni Deutch Tax Center will be located in the Sacramento area serving as a model for future franchises.

“Over the past eight years, Inter/Media has been instrumental in helping grow the Law Offices of Roni Deutch to become the largest tax law firm in the country,” said Deutch. “I am now excited to be working with Inter/Media on our new business venture, the Roni Deutch Tax Center.

**(more)**

“We have large goals for the Roni Deutch Tax Center. We plan to sell 1,000 franchises within the next 5 years. Our company will revolutionize the tax return preparation industry by giving consumers a choice. Consumers can call 1-877-RLD-TAXES to have their tax returns prepared over the phone or they can visit one of our locations. I feel certain that Inter/Media will help us achieve our growth goals.”

The Roni Deutch Tax Center ad campaign shows clients discussing how easy and convenient it is to have their tax returns prepared over the phone. In fact, one client discusses that the Roni Deutch Tax Center prepared his tax returns in as little as 20 minutes. Other ads urge people to skip the crowds and the long lines by having their tax returns prepared over the phone with the Roni Deutch Tax Center. The 15, 20, 30 and 60-second spots will air on local broadcast, national cable and nationally syndicated TV programming.

“Roni has been a respected client over these past years and we’re proud to help her expand and add value to her brand with this new venture,” said Robert Yallen, President of Inter/Media Advertising and the Inter/Media Group Companies. “We believe this campaign will give her the fast start that will distinguish the Roni Deutch Tax Center from the competitors, and enable the company to quickly become a viable alternative for consumers. Taxpayers trust Roni to help them and we think that trust will carry over to the Roni Deutch Tax Center as we launch this new campaign.”

#### **About Roni Deutch Tax Center**

Roni Deutch has dedicated her professional career to helping the American taxpayer find tax solutions to their tax problems. For more than 16 years, Deutch’s representation of taxpayers has saved her clients millions of dollars. Her commitment to helping the American taxpayer inspired her to establish the Roni Deutch Tax Center. The Roni Deutch Tax Center’s mission is to keep clients for life by providing convenient, competent and low cost tax preparation to taxpayers across America. For further information, go to [www.rdtc.com](http://www.rdtc.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™ (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)**