



FOR IMMEDIATE RELEASE CONTACT: Jackie Lapin
Media Relations Consulting
(818) 707-1473
Jlapin@intermedia-advertising.com

The Inter/Media Group of Companies

An Industry Leader Blending Direct Response and Brand Advertising on All Platforms

Few organizations in the advertising industry have the scope of expertise found in the Inter/Media Group of Companies. **Full service advertising?** Got It. **Direct response leadership?** Absolutely! **Performance-based advertising?** Nobody has a bigger network. **Time-buying?** Renowned for cost effective buying for both brand marketing and direct response. **TV and Radio Spot Production?** Award-winning. **Interactive Advertising, Marketing and Outreach?** Connected. **Taking Direct Response Products To Retail?** Sold!

What connects them all? They are leaders in product marketing, customer acquisition and brand penetration...marrying multiple traditional and non-traditional platforms.

Under the direction of Robert Yallen, CEO, the Inter/Media companies will generate \$500 million in billing this year.

"We've grown because our ten companies combined provide the kind of reach, clout, knowledge, resources and service that is unparalleled," says Yallen. "The Inter/Media Group of Companies provide the kind of smart, targeted marketing that gives startups to Fortune 100 companies actionable results and increased sales."

Inter/Media Advertising, the flagship division, has earned a singular reputation for uniquely blending direct response advertising with general marketing techniques. The company has applied its distinctive combined talents to such recognized brands as US Army, Johnson and Johnson, Neutrogena, Ubisoft, Budget Blinds, Fly.com, Biotab Nutraceuticals, Marinello Schools of Beauty, Corinthian Colleges, GMAC Insurance, Armor All, Glad, Clorox Brands, Black & Decker, Vonage, Sanyo, Discover Card, Ralston Purina, Auto Insurance Specialists, Public Storage, and ditech.com, among others.

It also launched into TV history the hugely successful direct response campaigns for Breath Asure, Nordic Track, Video Professor, Hollywood 48-Hour Diet, Law Offices of Roni Deutch, TaeBo, K-Tel International, Hooked on Phonics, ExtenZe, Alteril Natural Sleep Aid, True Credit and Prudent Choice. Breakthrough total branding campaigns for new products are a hallmark of the agency.

The ten companies in the Inter/Media Group of Companies operate cooperatively. Clients may use their services individually or collectively. They are:

- **Inter/Media Advertising®**—A nationally recognized full-service advertising agency with media and market research, strategic planning, creative and account management specialties.
- **Inter/Media Time Buying®**—A comprehensive media buying service utilizing all forms of media with an emphasis on short form direct response advertising, retail brand awareness and packaged goods.
- **Inter/Image Productions®**—An award winning film and video production company, headed by top TV and creative director Oscar Bassinson, specializing in commercial advertising (direct response, retail, e-commerce and packaged goods, as well as industrial films.) Production can include printed support (ads, collateral).
- **Inter/Post Productions®**—A complete digital non-linear post-production and audio sweetening facility that specializes in film and video production, as well as 3-D graphic animation.
- **Mediapoint Network®**--A unique proprietary network of hundreds of media affiliates—comprised of television, cable, radio and print, on a local, regional and national basis--created to help clients take advantage of a little-used form of advertising that requires no expenditure up front. Performance-Based advertising is a profit-sharing self-liquidating arrangement where the media organization agrees to run direct response spots in remnant time at no risk to the advertiser.
- **Inter/Media Interactive®**—A new interactive unit offering fully integrated online planning, buying, optimization, search engine optimization, search engine marketing, website design, web ad sales and creative services.
- **InterQuantum, Inc. ®**—A specialty unit designed to help direct response clients strategically expand into the retail marketplace. This unit has developed proprietary technology designed to maximize retail sell through.

- **InfoTech Development®** -- A technology leader designed to create the industry's most advanced reporting and analytic tools for media, advertising, marketing and retail sales.
- **Inter/Media Entertainment®** -- Provides celebrity "deal making" services to help consumer marketers and lead generation companies seeking to connect with a celebrity to represent them in advertising, marketing campaigns, branded entertainment, corporate events, sales promotions, trade show appearances, employee motivation and more.
- **Inter/Media Properties®**--Real estate investments.

The individual Inter/Media units work synergistically on behalf of company clients. Most of the group's clients are active with more than one unit.

Innovation is a keystone in the firm's culture. A trendsetter on all fronts, Inter/Media has developed a number of proprietary technologies designed to create more value for its clients. Inter/Media's precedent-setting lead/sales tracking system AccuTrak® has contributed significantly to the firm's leadership in the industry by providing a means to determine where leads actually originate and moving dollars to where they are most effective.

Inter/Media continues to grow each year. That growth reflects the number of major advertisers and product marketers who are recognizing The Inter/Media Group of Companies as a unique resource. The 37 years of media buying experience garnered by the executive leadership and its 80+ person staff, coupled with the creative and technical sophistication of the company gives Inter/Media a reputation and profile unlike any other in the advertising business.

For more information, go to www.intermedia-advertising.com or contact Robert Yallen at 800-TIME-BUY or ryallen@intermedia-advertising.com.

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