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CONTACT:

Joshua Greenwald/Megan Prock
Berns Communications Group, LLC
(212) 994-4660

RESPOND2 NAMES BRIAN HEPNER MARKETING DIRECTOR OF R2E

PORTLAND, OREGON / September 25, 2006 – Respond2, the largest independently owned full-service DRTV agency in the country, today announced the appointment of Brian Hepner as Marketing Director of R2 Entertainment, Inc. (R2E), which specializes in producing and marketing classic entertainment libraries through direct to consumer mediums including direct response television, web and retail.

Mr. Hepner has more than 10 years of marketing and advertising experience. In his new role, he will be responsible for managing all of R2E's marketing and sales activities including retail outlets, catalogs and online distributors.

Most recently, Mr. Hepner served as marketing director for Paramount Pictures, where he directed all marketing and promotional initiatives for DVD releases of MTV Network's properties through Paramount. Prior to that, Mr. Hepner served as a senior marketing manager at 20th Century Fox, where he developed consumer media plans and directed the creative process for the promotional campaigns of new DVD releases for successful box office 20th Century Fox Films.

"I am pleased to welcome Brian to the Respond2 family," said Tim O'Leary, CEO of Respond2. "He is a creative and strategic thinker whose experience and expertise in marketing will be a great asset to the entertainment division of Respond2 Communications.

About Respond2

Respond2 Communications Inc. (www.respond2.com) is the largest independently owned full-service DRTV agency in the country, with over \$260 million in annual billings. The company combines the talents and resources of creative agencies Respond2 and Production West, media buying agency Cmedia, and entertainment marketing agency R2 Entertainment to offer clients unparalleled service, support and technology through its major media buying offices in Portland and Philadelphia, two full television production and edit facilities, state-of-the-art web design and management facilities, and a newly updated broadcast duplication facility. The company's list of clients includes Fortune 500 companies America Online, Home Depot, Proctor & Gamble, Philips Electronics, Viacom, and Sony BMG.

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