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**RESPOND2 COMMUNICATIONS' CMEDIA AND MMSI DIVISIONS
CAPTURE TOP 2006 INFOMERCIAL AND SPOT RANKINGS**

Portland, Oregon / January 16, 2007 – Cmedia, the media buying division of full-service direct response television (DRTV) agency Respond2 Communications, bought for and managed the media campaigns for both the number one infomercial and DRTV spot in 2006, according to Infomercial Monitoring Service Inc. (IMS).

The number one ranked infomercial in 2006 was Bare Escentuals' bareMinerals, and the top DRTV spot was American Telecast's Total Gym, according to the IMS rankings. The rankings are based on the frequency of programs and spots aired on the national cable networks monitored by IMS from January 1, 2006 through October 31, 2006.

Two of the top ten infomercials (including Total Gym at #7) and six of the top 33 infomercials were bought by Cmedia. In addition, three of the top ten national spot rankings (including Ab Lounge XL at #2 and bareMinerals at #10) and eight of the top 50 spot rankings belonged to Cmedia and MMSI clients.

"We are honored to have helped our clients capture the top spots in the 2006 IMS rankings," stated Michelle Cardinal, president, Respond2 Communications. "Our success is a great tribute to our clients and our talented teams at Cmedia and MMSI, and we plan to continue building on our achievements in 2007 and beyond."

About Infomercial Monitoring Service Inc. (IMS)

Infomercial Monitoring Service is a research and publishing company that tracks both long- and short-form DRTV on national cable and satellite. Its database and video library services companies are involved in all aspects of the DR industry. IMS provides weekly and monthly reports of DRTV rankings, verification, evaluations, research, consulting, film and video production, post-production and broadcast duplication.

About Respond2 Communications, Inc.

Respond2 Communications, Inc. is the largest independently owned full-service direct response television (DRTV) agency. The company, based in Portland, Oregon, combines the talents and resources of creative agencies Respond2 and Production West; media buying agency Cmedia; entertainment marketing agency R2 Entertainment; and Marketing & Media Services (MMSI), which specializes in per inquiry (PI) advertising. Respond2 Communications offers 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. More information about Respond2 Communications is available at www.respond2.com.

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