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**RESPOND2'S PROPRIETARY WEB SHOPPING CART TECHNOLOGY
DEVELOPED TO HANDLE EXTREME TRAFFIC SPIKES**

PORTLAND, OREGON / May 8, 2006 – Respond2 Communications Inc., the largest independently owned full-service DRTV conglomerate in the country, today announced significant upgrades to their proprietary R2Commerce engine, a custom web shopping cart technology specifically structured to handle extreme spikes in traffic that a television advertisement can drive to the web. The improved technology is equipped to handle up to 50,000 web orders per day, making it a one-of-a-kind web-retailing tool.

R2Commerce is a unique technology designed to maximize web sales by offering both upsells and cross sells, as well as multi-pay and coupon applications. The technology offers the flexibility necessary to accommodate complex direct response television and promotional offers and is designed to handle a tremendous amount of traffic volume. Additional servers and load balancing technology has been added to maximize efficiency and help ensure each order is supported through completion.

R2Commerce technology is currently supporting the promotional partnership of the Yourself!Fitness/McDonald's campaign, which includes the distribution of ten million Yourself!Fitness exercise disks over a period of four weeks (April 25-May 22, 2006) to McDonald's customers. With the purchase of a Go Active! Happy Meal for Adults, customers receive a workout DVD that drives customers to www.yourselffitness.com to redeem a five-dollar coupon toward the complete Yourself!Fitness program. The campaign is expected to experience very heavy traffic spikes within a short period of time and R2Commerce is supporting the campaign in helping to successfully process each purchase.

“As internet retailing continues to grow rapidly, it is important for web technology to support an influx of sales and avoid problems with purchasing,” said Tim O’Leary, CEO of Respond2. “It is our priority to offer our clients support in all facets of their DRTV campaigns.”

The R2Commerce technology is part of the Respond2’s focus on interactive initiatives. Respond2’s Interactive Division focuses on creating award-winning websites to help with ecommerce and lead generation, and also to reinforce branding.

About Respond2 Communications Inc.

Respond2 Communications Inc., a Delaware corporation, is the largest independently owned full-service DRTV conglomerate in the country. 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. More information about Respond2 is available at www.respond2.com.