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**CMEDIA CLIENTS RANK AT TOP OF IMS CHARTS FOR 2005,  
INCLUDING NUMBER ONE SHORT-FORM SPOT**

PORTLAND, OREGON / February 2, 2006 – Cmedia, one of the largest direct response television media agencies and a division of Respond2 Communications Inc., today announced that several of its clients were ranked among the top 50 infomercial and short-form spots of 2005 according to Infomercial Monitoring Service Inc (IMS). The company also announced that its client *Ab Lounge* was ranked as the number one short-form spot of the year.

In a ranking of the top 50 infomercials based on the frequency of programs and spots aired on cable networks monitored by IMS, *Ab Lounge*, a Cmedia client, ranked #1 on IMS's "Top 50 Spots of 2005" chart, along with other company client campaigns including *BareMinerals* at #18, *Gazelle Freestyle* at #26 and *Grass Samurai* at #50. The company's campaigns also ranked high on IMS's "Top 50 Infomercials of 2005" with *BareMinerals* ranking in as #5, *Total Gym* at #11, *Easy Shaper* at #30, *Murad* at #45, *Lauren Hutton's Face Disc* at #47 and *philosophy's MakeUp Optional Skin* at #48.

"We are thrilled that our client campaigns in the health, fitness and beauty categories were top performers," said David Savage, executive vice president of Cmedia. "And, they're still doing well this year, as in terms of frequency, *BareMinerals*, *Total Gym* and *Ab Lounge XL* ranked in the top six according to IMS during the first week of January. *Total Gym* also ranked as the number one spot; with *Ab Lounge* coming in at number five."

The rankings were based on frequency of programs and spots aired on cable networks monitored by IMS from January 1, 2005 through October 31, 2005. The Infomercial Monitoring Service tracks over 25,000 hours of paid television programming each month and details infomercial and spot activity on national cable and satellite television.

**About Cmedia**

Cmedia, based in Portland, Oregon, is one of the nation's largest direct response television media agencies, offering both short and long-form media and campaign management. Campaigns currently airing include AOL PC, Philips Heartstart and TotalGym. More information on Cmedia can be found at [www.cmedia.tv](http://www.cmedia.tv).

**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](http://www.respond2.com).