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## **RESPOND2 ADDS TESTIMONIAL TALENT TO PRODUCTION TEAM**

*DRTV Agency Appoints Iris Cole-Hayworth as Testimonial Coordinator*

### FOR IMMEDIATE RELEASE

PORTLAND, OREGON / June 26, 2006 – Respond2, the largest independently owned full-service DRTV conglomerate in the country, today announced that it has expanded its production division and named Iris Cole-Hayworth as Testimonial Coordinator. In this newly created position, Ms. Cole-Hayworth will find, screen and develop testimonials for clients' campaigns.

Ms. Cole-Hayworth joins Respond2 with nearly 10 years experience in managing commercials and infomercials, feature films and music videos. Her production experience includes Buena Vista Games' "Chronicles of Narnia," Nike Film and Video's "Airmax 360," Home Depot's DRTV spots, and Nickelodeon's "Sponge Bob Square Pants," among many others.

"I am very pleased to welcome Iris to the team, as she brings a new level of service to the production process," said Terry Walton, head of production of Respond2. "Iris' ability to evaluate potential testimonials will add tremendous value to the production director and the client, as it will reinforce the campaign's direction from a brand-building perspective."

In her new role, Ms. Cole-Hayworth will also manage all logistics of the commercial production process, serving as the communications liaison. Ms. Cole-Hayworth will report to Terry Walton.

### **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).

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