



CONTACT:
Berns Communications Group, LLC
Melissa Jaffrin / Megan Prock
(212) 994-4660

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WOMAN ENTREPRENEUR OF THE YEAR ORCHID AWARD PRESENTED TO CMEDIA FOUNDER MICHELLE CARDINAL

*Media Agency President Recognized for Building
Largest Woman-Owned Company in Oregon*

PORTLAND, OREGON / June 19, 2006 – Cmedia today announced that CEO and founder Michelle Cardinal received the “Woman Entrepreneur of the Year” Orchid Award by *The Portland Business Journal*.

Ms. Cardinal was selected among more than 200 nominees for her outstanding professional accomplishments and civic involvement, which includes building Cmedia from a start-up agency into one of the nation’s largest direct response television media firms. Founded in 1998, Cmedia was ranked Oregon’s largest woman-owned company and the 18th largest privately held company in the state (as ranked by *The Portland Business Journal’s* Book of Lists).

“Michelle’s success has been very exciting for her because she doesn’t take it for granted,” stated husband and business partner Tim O’Leary, chief executive officer of Respond2. “So many people take the lot in life that they are dealt. She aspired to something better and made her own way. She’s solution oriented, and extremely inspiring.”

Ms. Cardinal earned a Bachelor of Arts in Mass Communications at the University of Massachusetts, Amherst. She resides in Carson, WA with Mr. O’Leary.

About the Orchid Awards

The 2005 Women in Business special publication represents a continuing effort on the part of *The Portland Business Journal* to celebrate the achievements of the many talented and dedicated women executives in their community. In acknowledgement of these individuals, they have decided to broaden the scope of their recognition with the “Orchid Awards.” As part of their Women in Business program, they awarded 25 women the Orchid Award, the highest honor of achievement for Women in Business, based on their professional accomplishments and their civic involvement. Four Women Executives of the Year were selected from within the following categories: small- to medium-sized business, large business, and entrepreneur and nonprofit. For more information please visit the website at www.bizjournals.com/portland.

About Cmedia

Portland, Oregon based Cmedia, a division of Respond2 Communications Inc., 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, Philips Heartstart and TotalGym. More information on Cmedia can be found at 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.

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