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RESPOND2 LAUNCHES NEW MEDIA DIVISION

*Company Expands DRTV Services to Include Search Engine Marketing,
Video Content Creation and Viral Advertising*

PORTLAND, OREGON / April 20, 2006 – Respond2 Communications Inc., the largest independently owned full-service DRTV conglomerate in the country, today announced the launch of a New Media division, which will expand the company’s service offering to focus on the latest emerging technologies. The company also named Mario Schulzke and Monica Simmons to spearhead the division.

The initiative will enable Respond2 to combine technology-generated media opportunities with its existing resources in design, web, production and media, as part of the company’s commitment to provide its clients with new programs and analytics that will improve their advertising spend and effectiveness. As consumers continue to change the way they gather information from a variety of sources, the new media division will help marketers create less “obvious” ways to get the message across and supply consumers with information needed to make purchase decisions.

Respond2’s New Media division will offer its clients a variety of new services including search engine marketing, viral advertising, online media planning and buying, mobile marketing, online product placement, as well as content creation initiatives such as online video, podcasting, and blog management. All new media initiatives will have the same focus on ROI and accountability as direct response television. Respond2 has already completed a number of client projects involving companies such as Sony, TiVo and Amazon.com.

“As advancements in technology continue to change the way content is viewed, we see significant opportunity in leveraging these developments to help our clients best reach their customers,” said Tim O’Leary, CEO of Respond2. “We are very excited to launch our New Media division, and it is our priority to stay on top of emerging technologies and use them to our clients’ benefit.”

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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