



CONTACT: Joshua Greenwald/Megan Prock
Berns Communications Group, LLC
212-994-4660

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RESPOND2 ACQUIRES MARKETING & MEDIA SERVICES INC.

Expands Service Offering to Include Per Inquiry DRTV

PORTLAND, OREGON, July 19, 2006 – Respond2 Communications, the largest independent full-service direct response television (DRTV) agency in the country, today announced that it has acquired Rhode Island-based Marketing & Media Services Inc. (MMSI), which will expand the capabilities of its media planning and buying division, Cmedia, to include expansive per inquiry (PI) DRTV services to its clients.

As part of the acquisition, MMSI will remain a separate brand within the Respond2 Communications portfolio, and will offer clients per inquiry DRTV, which is the television equivalent of “cost per acquisition” advertising on the internet. By using this method, clients pay only for leads generated by their television spots.

“Adding MMSI’s expansive expertise in per inquiry advertising to our growing slate of direct response services is a perfect fit for our growth plans as an agency,” said Michelle Cardinal, CEO and founder of Cmedia. “While our clients have always looked to us for the most accountable and cost effective approach to advertising, this enables us to offer even more accountable media opportunities in this risk-free vertical.”

Founded in 1985, MMSI has grown rapidly and now serves some of the country’s largest PI clients. Over the last year, the company’s growth trajectory has been driven by the promotion of Sally Dickson to President and Tony Ferranti to Senior Vice President. Dickson and Ferranti will remain in their existing management roles.

“We are excited to become part of Respond2 Communications and gain access to the talents and resources the full service agency has to offer including creative, production and duplication services,” said Sally Dickson. “Moreover, we are eager to work with Cmedia to provide the best of both worlds, risk free media and traditional program placement services.”

About Respond2 Communications

Respond2 Communications Inc. is the largest independently owned full-service DRTV agency 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.

About Marketing & Media Services

Marketing & Media Services is a Rhode Island-based media agency specializing in per inquiry (PI) advertising, a unique form of advertising in which clients pay on a per lead basis. Additionally, the company provides its clients several ancillary services including production, set-up, telemarketing and internet PI services. MMSI’s client base runs the gamut from consumer product companies to state run tourism offices. More information about MMSI is available at www.mmsipitv.com.

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. Cmedia is the media agency of choice for major brands and leading direct marketers including AOL, bareMinerals, Sunbeam and TotalGym. More information on Cmedia can be found at www.cmedia.tv.

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