



MercuryMedia

Mercury Media Announces Barry Jacobs as Vice President

Television Advertising Veteran Will Expand Short Form DRTV Offerings to West Coast Clients

(Santa Monica, CA) July 28, 2009 – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced Barry Jacobs as Vice President of its Santa Monica, California office. Jacobs will be responsible for growing the agency’s West Coast short form direct response television business.

Jacobs has been a leader within the direct response industry and brings to Mercury Media a wealth of experience from all sides of the business. He led Initiative Media in the 1990s and built it to over \$600M in billings. In 1999, Jacobs left Initiative Media to start his own agency, Camelot Media, and later partnered with E&M, a New York based agency specializing in short form direct response advertising, before joining Mercury Media. Jacobs’ clients have included direct response leaders such as Jenny Craig, Bosley Medical and Bally’s Fitness. Jacobs also served as an instructor of advertising at The University of California Los Angeles’ Anderson School of Business.

“We see great untapped growth potential in the short form market that can be harnessed by offering the kind of superior buying and service expertise Mercury Media has come to be known for,” said John Barnes, President of Mercury Media. “Barry’s role is to grow our short form business among professional direct response marketers, where both Mercury and Barry have strong, long standing relationships.”

“Mercury Media has been a heavyweight in the long form direct response industry for 30 years, handling over half of the top grossing long form advertisements in 2008,” said Jacobs. “My goal is to diversify the work being done on behalf of Mercury’s West Coast clientele to include short form advertising so that we can take advantage of the entire broadcast day and offer them the best possible formula for success.”

About Mercury Media

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Marlboro, Massachusetts with an office in Santa Monica, California. Established in 1989, Mercury Media specializes in long form, short form and digital direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, Mercury Media develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media’s clients, services and expertise please visit: www.mercurymedia.com

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