



For Immediate Release

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Hoveround® Personal Mobility Vehicles Names Mercury Media Agency of Record

(Marlboro, MA) *January 27, 2010* – Mercury Media, the largest privately-owned, full service direct response media agency in the country, has been named the advertising agency of record by Hoveround Corporation. The agency is responsible for all aspects of direct response television advertising media buying for the designer, manufacturer and distributor of innovative mobility vehicles for seniors.

Hoveround's personal mobility vehicles are sold exclusively direct to the consumer, so the company has called on Mercury Media to increase acquisition and cost-efficient lead generation volume in an effort to significantly grow its market share. The new campaign, which will launch in mid January, is a holistic effort to optimize Hoveround's DRTV strategy, from revising existing and testing new creative executions, to redirecting media strategy and buying for maximum sales. Aimed at mobility-challenged consumers and their caregivers, the new spot will air primarily on national television outlets on cable, several select syndicated programs and network TV with a secondary focus on local key market testing.

"Combining their DR buying power, their senior category expertise and a track record of success delivering on ROI, Mercury Media has exactly what Hoveround needs to help us grow our market share with cost-efficient lead volume," said Jeff Hilton, Hoveround Director of Marketing. "DRTV will continue to be at the foundation of our media mix and we have selected the right firm to help us manage it."

"Healthcare and Medicare reform, a generation of boomers aging into the senior market, and the demand for better quality products from companies with integrity have created a tremendous opportunity for Hoveround," said Beth Vendice, President of Mercury Media. "We're looking forward to putting our senior market expertise to work executing an effective creative, media buying and optimization strategy that will set Hoveround apart from its competition and grow its market share."

Mercury Media will work in cooperation with Hoveround's digital marketing agency, iMarketing.

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

About Hoveround

Hoveround Corporation is the largest vertically-integrated, direct-to-consumer Power Wheelchair manufacturer in the United States. Founded in 1992, Hoveround is headquartered in Sarasota, Florida with over 100 locations nationwide. Everyday, Hoveround serves the mobility needs of hundreds of thousands of Hoveround users. Unique in the Power Wheelchair industry, the company maintains direct control of manufacturing, sales, delivery and customer service for its power wheelchairs ensuring only the highest standards are met. Hoveround has Joint Commission accreditation, is ISO9001: 2008 certified and has been awarded the Arthritis Foundation's "Ease of Use" Commendation. Hoveround is committed to providing customers with fuller, richer life experiences through their state-of-the art products, innovations and best-in-class service. www.hoveround.com