



***For Immediate Release***

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## **Mercury Media Adds Team; Opens New Office** *Philadelphia Expansion brings expertise and clients*

(Marlboro, MA) March 12, 2010 - Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the opening of a new office in Philadelphia, PA, and the addition of a team of industry-renowned direct response marketing experts to its executive roster. Maria Eden, Cary Scottoline, Gina Pomponi and their staff will be joining the organization.

Eden and Scottoline bring over 30 years of direct response media management experience to Mercury Media, including cross-platform expertise in television, newspaper, magazine, radio and inbound telemarketing. The pair has established a reputation for themselves as a dynamic duo in the direct response industry, co-founding a direct response marketing agency in 1990, where Eden served as President and Scottoline as Executive Vice President. Both Eden and Scottoline also held positions with National Liberty Marketing (now AEGON), Eden as Media Director and Scottoline as Senior Marketing Manager. Pomponi brings over 17 years of specialized experience in direct response television, including 19 years working beside Eden and Scottoline at their prior agency.

“The additions of Maria, Cary and Gina to our executive roster and the opening of our Philadelphia branch mark a major step in the expansion of our agency,” said Ronald C. Pruett, Jr., Chief Executive Officer of Mercury Media. “Their combined expertise across financial services, healthcare and insurance will greatly enhance our capabilities and offerings to these industries and for our existing clients.”

“Mercury Media has an extensive national network of professionals and an ironclad reputation as a leader in this industry,” said Eden. “This partnership provides an ideal opportunity for our team to expand our capabilities nationwide, while introducing Mercury Media into our native Philadelphia market.”

The Philadelphia branch of Mercury Media will service all categories of short form DRTV with specialization in cross-platform direct response marketing and lead generation solutions for the package goods, financial services, healthcare and insurance industries.

### **About Mercury Media**

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Marlboro, Massachusetts with offices in Santa Monica, California and Philadelphia, Pennsylvania. The agency launched the first full service Hispanic direct response specialty practice, Mercury en Español, in 2009. 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, the agency 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](http://www.mercurymedia.com) For original articles, please visit The Mercury Index Blog at [www.mercurymedia.wordpress.com](http://www.mercurymedia.wordpress.com). Follow us on Twitter: [www.twitter.com/mercurymediadr](http://www.twitter.com/mercurymediadr)

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