

For Immediate Release

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Mercury Media Announces the Promotions of Three Leading Executives *New Management Grows Agency's Core Competencies*

(Marlboro, MA) September 14, 2010 - Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the promotions of three leading executives on its management team. John Barnes has been named President of Mercury Media; Maria Eden has been named Director of Short Form for Mercury Media; and William A. Cunningham has been named Chief Financial Officer for Mercury Media. These management changes support the agency's strategic mission to deliver best-in-class measured media solutions by leveraging its unparalleled experience in direct response media and cutting edge analytics.

"We have assembled an executive team of true direct response media talents who were chosen based on their proven ability to deliver client-focused service, media buying excellence and superior analytics," said Dan Danielson, Co-Chairman and Co-Founder of Mercury Media. "These core competencies form the backbone of our business and are responsible for garnering our agency's reputation as a leader in direct response advertising."

Formerly President of Mercury Media's Santa Monica, CA location, Barnes will now be responsible for leading operations across all of Mercury Media's three locations, including Marlboro, MA and Philadelphia, PA. A member of Mercury Media's management team for three years, Barnes has over 30 years of experience leading both full service advertising agencies and diversified media companies. Before joining Mercury Media, Barnes was Managing Director of Carat where he was part of the team that led their meteoric rise to one of the leading media services companies in the business. His experience in building media companies and integrating multiplatform services will provide Mercury Media with great insight and expertise as the agency grows and diversifies its business.

Formerly President of Mercury Media's newest location in Philadelphia, Eden will now lead the agency's entire short form advertising practice. Eden brings over 30 years of direct response media management experience to Mercury Media, including cross-platform expertise in television, newspaper, magazine, radio and inbound telemarketing. A leading talent in the direct response industry, Eden is best known for co-founding direct response marketing agency Direct Response Media (DRM) in 1990, where she served as President. Eden also served as Media Director for National Liberty Marketing (now AEGON).

Formerly Vice President of Finance for Mercury Media, Cunningham is a veteran of broadcast television operations with extensive experience in accounting system implementation, SEC reporting including Sarbanes Oxley, and operational and financial accounting. Cunningham most recently served as Vice President and Controller of Lin TV Corp, a public television and digital media company, where he helped the company grow from 11 stations to 27 stations and assisted with its Initial Public Offering (IPO).

About Mercury Media

Mercury Media is the largest privately-owned, full service direct response media agency in the country, headquartered in Santa Monica, California with offices in Marlboro, Massachusetts 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, and short form 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 For original articles, please visit The Mercury Index Blog at www.mercurymedia.wordpress.com. Follow us on Twitter: www.twitter.com/mercurymediadr.