



Contact: Megan Esteves
Regan Communications Group
(212) 710-0322 Ext. 518
mesteves@regancomm.com

Mercury Media Names Shayne P. Forrester Vice President of New Business Development *Forrester Will Support Agency's Growing Short Form Division*

(Santa Monica, CA) *June 20, 2011* – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the addition of Shayne P. Forrester as Vice President of New Business Development. Forrester will be working closely with Maria Eden, who joined Mercury in March of 2010 to help grow their short form direct response business.

“Mercury has put together one of the most experienced and talented short form groups in the direct response industry” said John Barnes, President of Mercury Media. “With the addition of Shayne to our business development team, we feel that we can now spread our reputation to a new audience of blue chip clients who are looking for superior performance and success.”

Prior to joining Mercury Media, Forrester was Director of New Business for direct response agency Icon Media Direct. He also served as the first Director of New Business Development for LiveOps, Inc., today considered one of the top performing call center outsourcers in the direct response industry. Forrester led LiveOps in raising its initial seed money and directed new business development for seven years, before joining Icon Media Direct in 2007. He played a key role in the initial and continued growth of both companies.

“My goal is to use my persistent, assertive and intuitive mindset to find key new clients and business partners for Mercury Media,” said Forrester.

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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.