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## **Mercury Media Adds Senior Media Executive**

*Agency Names William A. Cunningham to Finance and Operations Team*

(Marlboro, MA) May 26, 2010 – Mercury Media, the largest privately-owned, full service direct response media agency in the country, today announced the addition of William A. Cunningham to its financial management staff. As Vice President of Finance, Cunningham will be responsible for the financial operations of Mercury Media’s Marlboro and Philadelphia offices and, in addition, Cunningham will be the Vice President, Chief Accounting Officer of Diversified Mercury Communications Holding Company, LLC and its subsidiaries.

“Bill’s impressive background in media and station operations will significantly enhance our finance team and will help integrate finance and accounting with operations,” said Executive Vice President, Finance and Operations, Mitchel Bader. “We are excited to have him join our team at this time of growth and diversification at our agency.”

Most recently, Cunningham was the Vice President and Controller of Lin TV Corp, a public television and digital media company. While there, he helped the company grow from 11 stations to 27 stations and assisted with its Initial Public Offering (IPO). He has extensive experience in accounting system implementation, SEC reporting including Sarbanes Oxley, and operational and financial accounting. Past positions include Senior Vice President and Chief Financial Officer of SF Broadcasting (joint venture between Savoy Pictures Entertainment and Fox Television Stations), Vice President, Finance & Administration for Fox News, Inc. and Vice President, Finance & Administration with WTTG-TV, a television station owned by Fox Television Stations. Cunningham is a certified public accountant.

“A comprehensive understanding of the changing broadcast television environment is imperative for direct response advertising today and no agency knows that better than Mercury Media,” said Cunningham. “I look forward to leveraging my financial management expertise from broadcast television within the broadcast advertising world with this growing organization.”

Cunningham will operate out of Mercury Media’s Marlboro, MA headquarters.

### **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)