

NEWS



Media Contacts:

Brad Wills
Wills & Associates, Inc.
Tel. 301.767.1919
bwills@wills-pr.com

2009 ERA Annual Awards to Honor Industry's Best Direct Response Campaigns

Winners to be Announced September 15 at the ERA D2C Convention in Las Vegas

ARLINGTON, Va. – August 31, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced that it will be honoring the year's best direct response campaigns at the 2009 ERA Annual Awards Gala on September 15 during the 2009 ERA D2C Convention in Las Vegas.

“These awards, presented at the premier awards program for the direct response advertising industry, recognize our industry's most accomplished individuals and leading productions during the past year,” said ERA Chairman Nathan Fagre, the senior vice president and general counsel of ShopNBC. “In acknowledging these leaders, the 2009 ERA Annual Awards Gala spotlights the best practices and offers case studies for others who wish to succeed in the direct response marketplace.”

The 2009 ERA Annual Awards recognize the best in television, radio, online and mobile direct response campaigns in two dozen categories. A highlight of the awards program is the “Best Long Form” and “Best Short Form” categories. This year's nominees for “Best Long Form” include bareMinerals “Girlfriends,” Kodak ESP7 Printer, Kodak Easy Share Camera and Meaningful Beauty 2. “Best Short Form” nominees include bareMinerals “120,” Meaningful Beauty “Cindy Crawford,” Netflix “To the TV” and Proactiv Solution: Focus on the Travel Kit.

(more)

Other categories being presented at the 2009 ERA Annual Awards Gala include:

- Best Celebrity Presenter
- Best Female Presenter
- Best Male Presenter
- Best DR Corporate Branding Production
- Best DR Radio Campaign
- Best Integrated DR Campaign
- Best International DR Production
- Best Live Shopping On-Air Guest
- Best Long & Short Form, Health & Beauty
- Best Long & Short Form, Housewares
- Best Long & Short Form, Intellectual Property
- Best Long & Short Form, Sports & Fitness
- Best Long & Short Form, U.S. Hispanic
- Best Long & Short Form, Variety
- Best Use of an Online Marketing Tool

To see the full list of categories and nominees, please visit www.retailing.org/annual_awards.

All registered attendees with an All Access Pass are invited to attend the 2009 ERA Annual Awards Gala. Tickets to the gala can be claimed at on-site registration.

For more information about the 2009 ERA D2C Convention, or to register, please visit www.D2Cshow.org. Stay connected by following us on [Twitter](#) and [Facebook](#).

About the 2009 ERA D2C Convention

The Electronic Retailing Association's 2009 ERA D2C Convention is the 19th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as a wide variety of events on the trade show floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit www.retailing.org.