

Media Contacts:

Brad Wills
Wills & Associates, Inc.
Tel. 301.346.7398
bwills@wills-pr.com



**Marketing Guru Andy Cohen to Deliver Keynote
at 2009 ERA D2C Convention**

Address Will Encourage Attendees How to “Think Differently”

ARLINGTON, Va. – August 18, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced that Andy Cohen, prominent marketing expert, global leadership and innovation advisor and founder of advertising agency Exposed Brick, will deliver a keynote address – titled “Think Differently” – at the 2009 ERA D2C Convention, September 13-15, 2009 in Las Vegas.

“Not only is he a compelling and entertaining speaker, Andy has helped corporations craft strategies that have generated an estimated billion dollars in measurable sales,” said Julie Coons, ERA’s president and CEO. “We look forward to hearing his vision on how to turn new ideas into a profitable business.”

Cohen is widely recognized as an idea and innovation marketing guru, as well as a best-selling author. He has developed keen insights into what drives high-performing companies and what distinguishes their approaches to customers, employees and leadership. Cohen has worked with some of the biggest names in business, including American Express, AOL, Charles Schwab, L’Oreal, Novartis, HSBC, Club Med, Merrill Lynch, P&G and Clorox. He has produced award-winning work, even picking up a coveted EFFIE award from the American Marketing Association for the highest excellence in combining creativity with results. Earlier in his career, Cohen founded Exposed Brick, an award-winning advertising agency that pioneers relationship marketing through electronic and digital media.

“I am very much looking forward to speaking at the ERA D2C Convention. Direct response television has always been a passion of mine, from exploring ways to integrate what has

traditionally been considered 'brand' and 'direct response' to engage and entertain people with relevant messaging that motivates them to act," Cohen said. "My hope is that after my keynote, attendees understand that once we learn to recognize and challenge the assumptions we make in our businesses and in our lives, new doors open, new ideas are generated and new ideas appear that didn't exist before."

Cohen will deliver his keynote address at 11 a.m. on Tuesday, September 15. For more information about the 2009 ERA D2C Convention, or to register, please visit www.D2Cshow.org.

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 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.