



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

NEWS RELEASE

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Statement from the Electronic Retailing Association on Death of Iconic DRTV Pitchman, Billy Mays

ARLINGTON, Va. – June 28, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, issued the following statements on the death of Billy Mays, one of the pioneers in the direct response television (DRTV) industry:

“DRTV has grown to be a \$300 billion business during the last 20 years, and Billy Mays played a key role in making this possible,” said Julie Coons, president and CEO of ERA. “His dedication to DRTV will be remembered by those of us in the industry, as his animated approach to marketing dozen of products, such as Orange Glo and OxiClean, will be remembered by millions of consumers. Our thoughts and prayers go out to his wife, Deborah, and to his family and friends.”

“This is a sad day for those of us that were lucky to know Billy, said Nathan Fagre, chairman of ERS and senior vice president and general counsel of ShopNBC. “He worked hard, cared about his family and friends and he will be greatly missed.”

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.