

NEWS



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

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ERA Names Newly Elected Board of Directors for 2009-2010

ARLINGTON, Va. – September 1, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced the election of six new members to the 2009-2010 ERA Board of Directors.

Elected to three-year terms were Scott Boilen, president and CEO of Allstar Marketing Group LLC; Jon Congdon, president and co-founder of Product Partners LLC; Carey Grange, executive vice president Direct to Consumer at Murad Inc.; and Tim Pearson, vice president and general manager for Direct Response at Gaiam Americas Inc. Serving two-year terms will be Steven Feinberg, president and founder of SF Video, and Jeff Meltzer, president of Meltzer Media Production.

“We are pleased to welcome our newest members of the Board of Directors and thank outgoing chairman Nathan Fagre for his outstanding contributions to the association and industry,” said Julie Coons, ERA’s president and CEO. “Our board is comprised of some of the best minds in the direct response industry, and we value their contributions as we work to advance ERA’s mission and launch our rebranded annual trade show later this month.”

Replacing Fagre as chairman is Lee Swanson, president of Triton Technologies. Replacing Swanson as Chair-Elect is Jeff Tuller, president and CEO of Savvier Inc. Other members of ERA’s 2009-2010 Board of Directors include Alexander A. Chacón, CEO of European Home Shopping, Spain; Stacy Durand, president of Revenue Frontier/Media Design Group; George Fettig, vice president of marketing for Bosley Inc.; Brett Goffin, industry sales manager, Retail at Google Inc.; Laurence Hayes, senior vice president and general counsel at QVC; Brad Klaus, CEO of Syndero Inc.; Michael Moreau, CEO of Dream Team Direct Inc.; Brent Thompson, vice president of government affairs at IAC; and Dirk W. van de Bunt, executive vice president of Business Affairs and Marketing Services at Guthy-Renker Corporation.

“As our industry continues to experience unparalleled growth, we have the opportunity to show the importance of it as a lucrative sales channel and economic driver,” said Swanson. “We’ve established a great board for 2009-2010 and I look forward to working with them to ensure that businesses understand the value of direct response advertising.”

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 International, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit www.retailinq.org.