

ERA's 16th Annual Convention Exhibit Guide

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Accretive Commerce is a market-leading direct commerce channel provider, accelerating companies' growth through a fully integrated range of outsourced eCommerce, Customer Care, and Fulfillment & Logistics solutions and services. Accretive Commerce has a proven track record serving some of the world's best known brands such as American Eagle Outfitters, Godiva, Restoration Hardware and many others. For more information, visit www.accretivecommerce.com.

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ACTON International is a direct marketing company. We increase your revenue via: 1) List management. We find mailers who pay to rent your existing postal database names. 2) List brokerage. We locate the best direct mail lists for you. 3) Digital Marketing. We drive customers to your website through SEO, Email, Banner and Affiliate Marketing on a CPA, CPL or CPC basis.

AEGON Direct Marketing Services Inc
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Apptera helps businesses dramatically increase revenues through its campaign management capabilities by intelligently automating the up-sell and cross-sell of products and services. More than 1800 enterprises worldwide use Apptera's award-winning voice solutions to help callers manage their personal accounts, find locations and track customer orders.

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Best Buys Direct Inc. is a full service direct marketing company specializing in television, print and catalog direct response sales.

Bid4Spots.com
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Bid4Spots allows advertisers and radio stations to take part in weekly online reverse auctions for last-minute radio spots. Advertisers set their criteria (markets, formats, budget), then over 2,200 radio stations bid against each other to offer the lowest rates possible. Automated system – create/supplement a radio campaign in less than 5 minutes!

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BJ Global Group consists of Design, Manufacturing, Marketing and Distribution companies serving the Direct Response industry Worldwide.... With headquarters in the USA and offices in the UK, Turkey, China and Mexico; the group brings together more than thirty years of experience in product design, manufacturing, and marketing through all channels of distribution.

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Cambridgecommerce is a leading payment processor in the DRTV and Internet spaces providing chargeback reduction by 65% for both phone and web orders plus full credit card and echeck services for all payment venues. Continuity and multipay processing is also available for all payment types. Top quality service and value pricing are hallmarks of the Cambridgecommerce partnership philosophy.

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Canada Post, the official Post Office of Canada, provides trusted, integrated solutions to support the communication, advertising and physical distribution needs of businesses in Canada, the USA, and internationally.

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Capital Media is a full service Advertising Agency; with capabilities in DRTV production, media buying, campaign management, call center and fulfillment. Our expertise is in selling products and services via Television, Radio and Print and internet to the US General market as well as the US Hispanic market.

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Website: www.Catalog-Solutions.com

For 25 years Catalog Solutions, Inc. continues to lead the industry in successfully placing As Seen On TV and new products into mail order and online catalogs. To meet client's

needs in 2005, Catalog Solutions expanded its sales distribution channel with the launch of As Seen On PC Network. As Seen On PC Network gets your products placed into thousands of web sites, affiliate programs, email campaigns, pop-ups, banners ads and successful major sites worldwide. This new division will expand your online marketing by conducting and researching interactive marketing campaigns that is best suited for your product - period!

Catalyst Computer Services, Inc.

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Computer software for direct response media buyers and marketers. CATALYST AIR DATE MANAGEMENT SYSTEM™ automates, manages and analyzes television and radio buys. Used by leading agencies and direct marketers. Attributes response to airings, calculates profitability, pays stations, bills clients, manages videotapes. Powerful reporting. Take control of your campaigns with CATALYST!

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CBSi Membership Services is the industry leader in providing cost effective membership programs on a wholesale basis. Since 1954 CBSi has been creating customized membership programs for our clients. Available programs include Identity Protection, Shopping, Homecare, Healthcare, Auto Care, Leisure, Protection, Entertainment, etc.

Chief Media

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CHIEF MEDIA is a leading performance-based, multi-media buying and marketing firm with 20+ years of experience located in the heart of New York City. Our expertise across all media types: Broadcast, Cable, Syndication, Print, Radio and Online along with our hands on approach, enables Direct Marketers to increase effectiveness of existing campaigns, consolidate DM initiatives or simply get started on the right track. Contact us today.

Communications Data Services

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Communications Data Services (CDS) provides clients with end-to-end order entry, customer care, printing, and fulfillment services that increase lifetime value and improve customer satisfaction.

Concepts TV Productions, Inc.

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Concepts TV Productions specializes in producing award winning commercials and infomercials from concept development based on marketing strategy to production, post production and media consultations. Our recommendations are based on the needs of individual production and our desire to achieve the highest production value possible for our clients.

Convergys

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As an industry leader, Convergys has been providing direct response clients with superior contact center sales support since 1978. We are dedicated to helping our clients add value to every customer interaction. This dedication earned us Customer Inter@ction Solutions magazine's ranking as the number one inbound teleservices agency for six consecutive years.

COREMedia Systems Inc
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COREMedia Systems Inc. is the leading provider of software products and services to the direct response advertising community. COREMedia's DR product CoreDirect provides buy maintenance and response analysis for over 100 leading direct response agencies, buying services and product companies.

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Corus Custom Networks has been successfully delivering non-traditional media to diverse television audiences for nearly 20 years. As our TV Listings and Broadcast News advertising services continue to reach millions of viewers coast to coast, our growth into Digital Signage strengthens our commitment to bringing comprehensive advertising to clients.

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CNi – a powerhouse global distributor of quality products and winning infomercials, seamlessly distributing an even mix of proprietary DRTV and selected high quality DRTV & wholesale products into over 80 countries covering every area of electronic retailing, wholesale, retail, mail order, catalogue, credit card syndication, print and internet.

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Quality printing, die cutting, gluing, coating, lamination, embossing, package design, embossing, state-of-the-art fulfillment, pre-press, turned edge products, slip cases, binders, CD & DVD replication, CDR duplication, kitting, packaging and more.

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Datamercial provides demographic and psychographic information on the individual consumer level using a database containing 150 data points on over 275 million Americans. Our new "As We Speak" program allows marketers to design telemarketing scripts and/or online navigation tools to fit the buyer's interest and past behavior on a real time basis while they are online or on the phone.

downpat music

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Electronic Retailer Magazine

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Electronic Retailer™ magazine is ERA's monthly publication. This global source offers in-depth articles, case studies, industry news and product information for industry professionals looking to market their products and services on TV, online and on radio.

EMSON/E. Mishan & Sons, Inc.

Booth # 415

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Emson is a vertically integrated company celebrating its 60th anniversary and specializes in all phases of manufacturing, Direct Marketing and retail distribution of "As Seen on TV Products", providing 2 minutes or half hour commercials for each of its products. As the leading As Seen on TV products provider Emson provides total TV, Print Media and Retail coverage through every major outlet in the USA. Emson is one of the major suppliers to leading TV and retail marketers in over 50 countries worldwide. Our best selling products include: Magic Bullet, Sonic Blade Knife, MXZ Saw, The Bell & Howell line consisting of the ZX4 Razor, Solar Floodlight, and many other items. Revo Hot Air Brush, Apple-licensed accessories, Ionic White, and Hot Dog Express.

First Data

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First Data has created a spectrum of electronic payments solutions, developed in response to the needs of consumers and merchants, accelerating the checkout process, enabling people to pay how and when they want with credit cards, checks, gift cards, debit cards and more.

FP Services, Inc.

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Since 1982 FP Services has been supporting businesses in the direct marketing industry. Services include fulfillment, contact center, funds processing, e-commerce, data entry, recurring billing, direct mail, and media reproduction. FP Services shipped over 10,000 orders daily during the peak of the Billy Blanks Tae-Bo exercise program which is historically revered by the industry as a direct marketing phenomenon.

Global Infomercial Services

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Green Dot Corporation is a leading provider of financial services to the under-banked and cash-paying customers. Green Dot is present in over 50,000 retailers such as Rite Aid, Radio Shack, Walgreen's and CVS and provides cash-acceptance and payments solutions to billers and electronic retailers.

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Established in 1988, Guthy-Renker is the leader in television direct response with annual sales in excess of 1.6 billion. Originally launched as an infomercial production company, independently owned and vertically integrated, Guthy-Renker has evolved into the consummate brand marketer with products such as the Proactiv Solution which now is the leader in their market category. With the "product is king" philosophy and an uncompromising demand for quality, Guthy-Renker continues to build trust and gain prominence with the American consumer.

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Mark Ratner

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Website: www.hawthornedirect.com

hawthorne direct is the industry's premier full service direct response television advertising agency, specializing in creative/production, media buying, tape duplication and campaign management. hawthorne has been entrusted to manage campaigns for some of the country's most successful entrepreneurs, and the finest Fortune 500 brands. Call hawthorne to get your campaign off to a winning start.

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Industex is a recognised and respected player in global marketing and distribution, working with an extensive network of highly experienced distributors extending over 80 countries.

Infomercial Monitoring Service Inc (IMS)
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IMS is a research and publishing company tracking long and short form DRTV on national cable and satellite. Its database and video library services companies involved in all aspects of the DR industry. IMS provides weekly and monthly reports with DRTV rankings, verification, research, consulting, video production, and broadcast duplication.

Infotech Solutions for Business

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InfoTech's Media Management System is a Web-based solution for direct response campaigns across various media, including broadcast, print, Internet and more. Long form, short form and per inquiry are easily managed, from initial planning, buying and traffic to data import, results analysis and export to your accounting system.

infoUSA Inc.

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Salesgenie.com from infoUSA provides unlimited access to 12 databases containing 14 million businesses and 210 million consumers. Salesgenie.com is the complete solution for sales leads, mailing lists and business credit reports. Find new prospects, sort, save, print and map your leads. The Contact Manager will track your prospects and customers.

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With 20 years of experience, Innotrac is your source for order processing, order fulfillment, inventory management, returns processing and call center services.

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An outside sales force for direct marketers, InPulse Response Group provides dedicated, high quality telesales services, which emphasizes quality of the customer service experience and maximizes client revenue per call. InPulse crafts the sales approach for point-of-contact, executes the sale through professional trained agents and provides real-time reporting to clients.

Integrated Messaging, Inc.

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Intelemedia is a leading-edge communications technology company servicing the DRTV/Infomercial industry. Our Advanced AdzAction™ service offering provides our clients the tools, processes, technological capability, and real-time information to

maximize campaign performance after the phone rings. The result: A lower cost per acquisition and significantly increased revenue stream.

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Invention Technologies, Inc. is a leader in the invention development and marketing field. Our full range of services includes research, promotional materials and worldwide tradeshow representation

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"Ion Media Networks, Inc. is a network television broadcasting company which owns and operates the largest broadcast television station group in the U.S. We own and operate 60 broadcast television stations, including stations in all of the top 20 markets. Our network reaches over 90 million homes in the U.S. through our broadcast station

group and through our distribution arrangements with cable and satellite distribution systems."

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Website: www.jwgreensheet.com

Jordan Whitney, Inc. is a monitoring/research firm that has been providing information to the DRTV industry for 20 years. We publish weekly and monthly reports and have the world's largest library/database of long-form and short-form productions.

Koeppel Direct, Inc.
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Website: www.koeppeldirect.com

Koeppel Direct is a leading direct response media buying firm. They specialize in managing integrated, multi-channel direct response media buys combining DRTV, online, print and radio. The firm is headed by Peter Koeppel, a Wharton MBA with over 25 years of marketing and advertising experience. Peter has helped Fortune 500 companies, small businesses and entrepreneurs develop direct marketing campaigns to increase profits.

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Revolutionizing the direct response online marketplace, Livemercial™ is dedicated in serving its clientele with cutting edge, direct response technology and superior e-commerce know-how. Using our exclusive Virtual Call Center™, our patent-pending LivePlayer™ and Google certified search methods, your campaigns perform. You can expect higher returns from existing sales initiatives along with offer-expansion through digital media buys when you choose Livemercial.

LiveOps, Inc.
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LiveOps delivers flexible, on-demand access to call center agents and infrastructure. Over 7,000 agents use our unique platform, including call recording and customizable reports, as well as results-based call routing. LiveOps quality and flexibility drive revenue growth that makes LiveOps the ideal contact center for the Direct Response industry. www.liveops.com

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Manhattan Media is a full service media-buying company that specializes in direct response print advertising at substantial discounts. We provide highly effective print media at reduced costs of up to 70% rate card, because we know print doesn't have to be expensive to be successful.

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Nancy Marcum, a 22-year industry veteran and co-founder of the infomercial industry heads up a team of full-service marketing and media placement experts specializing in product development, production, media buying and tracking. Marcum Media bills over \$25 million annually and is currently managing many successful campaigns.

Marketing & Media Services Inc
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MMSI specializes in per-inquiry advertising via TV and the Internet. We deliver quality lead generation ad priceless image and awareness through no-risk, cost-controlled programs.

Media Partners Worldwide

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Media Partners Worldwide is a DR advertising agency specializing in buying cost effective media for radio, television, cable and the internet. What distinguishes MPW from other advertising agencies is our focus on acquiring opportunistic and remnant buys for DR clients. Services include, creative development, radio and television production, media placement, results tracking and post media buy analysis.

MediaPower

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MediaPower is a full-service direct marketing agency that specializes in long and short form Radio advertising as well as re-marketing™ existing television and radio campaigns

Mercury Media

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Mercury Media is a full-service media management agency specializing in the strategic planning and buying of direct response media in long-form and short-form campaigns.

Motivational Fulfillment & Packaging Services

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Motivational Fulfillment & Packaging Services is a full service Direct to Consumer and Retail fulfillment center. We are celebrating our 29th year in the industry, and have just expanded to 450,000 square feet. We assemble, package and ship tens of thousands of packages each day to individual consumers and major retail chains. We are EDI capable, and offer tremendous freight discounts.

Moulton Logistics Management

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Moulton Logistics is an ISO-Certified fulfillment company serving numerous clients in all areas of direct marketing, including DRTV, retail distribution, continuity programs and call center services.

MyMediaWorks

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MyMediaWorks delivers high-powered sales and direct marketing to companies around the globe. Clients come to us for one very simple reason-we make them money.

National Fulfillment

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National Fulfillment, Inc. has bi-coastal locations in the U.S. offering the following services for DR and Retail industry: Fulfillment, Revenue-Generating Consumer Care, Merchant/Telemarketing/E-Commerce Services, Inbound/Outbound Consumer Care, and Dedicated Client Services.

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Northern Response provides Canadian and international distribution and fulfillment for infomercials, DRTV spots and retail products. Northern Response is the largest multi-channel marketer in Canada with sales via DRTV, shopping channels, print, online and retail stores. It is also a leading international syndicator of DRTV programming with distribution to over 90 countries worldwide.

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Nulab Inc. is a manufacturer of high quality natural supplements, vitamins (liquid, tablet, and capsules), herbal formulas, and Nutraceuticals. Nulab Inc. is also using new facilities for the development of cosmetic products (gels, creams, and powders). Nulab Inc. has the experience of manufacturing a product called CALMAX that has been shown on national air TV for more than three years.

O'Curran Teleservices

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Founded in 1994, O'Curran Teleservices offers a variety of inbound telemarketing services. If you have proven call volume, O'Curran has developed a superior Dedicated Agent Desk model that improves sales conversion over all other call centers in the United States. We take customer service projects and generate sales revenue opportunities.

Ontel Products Corporation

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Precise Media Services

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Precise/Full Service Media replicates CD's & DVD's. We also supply standard and custom packaging, Printing, Fulfillment and Direct Mail services. Whether it's a run of 1000 or 10 million, our 110,000 square foot plant can handle your multimedia project from concept through distribution all at an extremely competitive price.

Premier Solutions

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In business for over 12 years, Premier Solutions has developed safe and successful “natural” weight lose products. Distribution operations extend across all continents, and its products are sold through DRTV in over 70 different countries around the world.

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Protocol provides seamless integration of call center services, fulfillment, packaging, and media replication. We also have database capabilities to help maximize your marketing efforts. With over 4,000 U.S. associates, we can take the most complex marketing challenges and deliver both cost savings and brand continuity, while exceeding your customer’s expectations.

Response Magazine
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Response Magazine is the only independent source of news and information providing targeted, cutting-edge content for professionals involved in all facets of direct response marketing, including DRTV, radio, interactive TV, the Internet and all areas of DR print.

REVShare Corporation
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REVShare is television's largest cost-per-action (CPA) advertising network. With a vast Network comprised of more than 1,000 local market television stations, cable systems, syndicators and networks, REVSHARE matches qualified, profitable and performance-driven advertisers with our member stations, creating a seamless partnership where everybody wins. REVShare saves its ad clients thousands of dollars and provides trackable, proven results plus solid sales lead generation.

Rovion
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Rovion (<http://www.rovion.com>) is the creator and leading provider of borderless video streaming solutions for retailers, advertisers and marketers. Rovion's InPerson technology enables websites to "come alive" with compelling, "out of the box" video messages that increase response rates, retention and revenues. Use InPerson on your own site to convert your visitors into customers or as an ad unit on 3rd party sites to drive traffic back to your site.

SC Fulfillment Services, Inc.
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SC Fulfillment Services is a full service organization offering call center services, order processing, product fulfillment, and customer care. The company staffs 650 seats over four Midwest call center locations, and five shipping facilities encompassing 2,000,000 square feet. The organization has been under the same ownership for 80 years.

Script to Screen, Inc.

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Script to Screen is one of the nation's leading direct response television marketing organizations, specializing in production, consulting and campaign management.

SendTec, Inc.
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SendTec, a full service directing marketing firm, provides a comprehensive range of integrated, technology-based services to acquire customers for multi-channel marketers, including: Direct Response TV, Media Planning and Buying, SearchFactz™, a technology enabled search engine marketing solution, and Online Advertising. SendTec's services measure and improve ROI across all media channels.

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SF Video is a large volume CD & DVD replication and packaging company. Founded in 1990 SF Video has been servicing the Direct Response Industry for 15 years. We offer the most competitive prices in the industry along with great quality and excellent service from our Los Angeles, New York, Florida and Israel plants.

Soft Wave Media LLC
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SoftWave Media Exchange (SWMX) is the most efficient, dynamic and transparent marketplace for the purchase, sale and management of advertising time. SWMX enables advertisers and broadcasters to implement, execute and manage sophisticated media transactions in one process, from a single platform location, in real time.

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An award-winning inbound call center service provider. Extensive experience working with the DRTV industry capable of handling large volume call spikes and offers quick program set ups, trained sales agents and multiple redundant facilities.

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SellingSource.com is the industry-leading developer of Technology Driven Marketing Solutions. We specialize in creating, managing and growing technology-based online marketing companies that deliver state-of-the-art software, services and infrastructure which produce exceptional financial results for our customers. Our unique suite of marketing solutions, combined with a staff of talented industry experts, allows SellingSource.com to meet the diverse challenges faced by online marketers with ease.

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ThillCo is fulfillment. Direct response, e-commerce, promotional items, point-of-purchase material or merchandise. Also offering full service call center, custom pick/pack, database management, payment processing/merchant account, EDI.

ThreeSource Fulfillment

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TransFirst ePayment Services

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TransFirst ePayment Services offers comprehensive and flexible credit card, echeck and ACH payment processing solutions created especially for the direct response industry.

TTC Marketing Solutions

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TTC Marketing Solutions is an award winning inbound & outbound teleservices provider with over 21 years of experience. We make business grow!

TV Products (HK) Ltd

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TV Products (HK) Ltd designs manufactures and exports “As Seen on TV” products.

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UBiFrance provides support for French companies through all phases of their international development.

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USA 800 is the largest employee owned contact center in the nation. Our mission is to make every contact count, whether it's direct response order processing, customer care,

customer retention, lead generation or some other CRM need. USA 800 is your OneSource Solution to a successful campaign.

Venable LLP
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Headquartered in Washington, DC, Venable is one of the nation's top 100 law firms with almost 500 attorneys. Serving the electronic retailing industry's leading companies, Venable specializes in advertising, direct marketing, telemarketing, intellectual property protection, litigation, antitrust and trade regulation and licensing, contract and general business law. Venable also represents clients before the FTC, FDA, CPSC, FCC, and state attorneys general and regulatory authorities.

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In business for 29 years, Verimark pioneered DRTV in South Africa 17 years ago. Today products are sold through "As Seen On TV" stores (70) and most large retailers (+1,000) and its market leader position is confirmed by: (1) Listing on the Johannesburg Stock Exchange 2005 (2) Elected twice as South Africa's Best Entrepreneur (Finalist) and Top Twenty Companies.

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Internet Retailer magazine, distributed monthly to 38,000 executives in multi-channel retailing, is the flagship of the leading publisher for multi-channel merchants. Along with its e-mail newsletter (IRNewsLink), web site (InternetRetailer.com), directories (Top 500 Guide and Guide to E-Retailing Resources) and trade show (Internet Retailer Conference & Exhibition), Internet Retailer reaches more than 150,000 multi-channel merchants each month.

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VoiceLog is the world's leading provider of live and automated third party verification. Other services include 100 percent call logging for QA & compliance, quality monitoring and off-site audio storage.

WADL-TV Ch 38

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Webside is a full service ecommerce and interactive marketing company, making the Internet a lucrative, accountable and feasible conversion and marketing tool for DR marketers.

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West helps direct response marketers develop customer contact programs that not only increase revenue, but also lower costs and provide better customer care.

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Founded in 1992, WWTV is the industry leader in international direct response marketing with market penetration in over 80 countries and media coverage reaching 100 percent of Latin American cable households.

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Wink International is the sole provider of a breakthrough website printing service that allows companies and website to offer their customers magazine-quality printed, and finished versions of online material. Its proprietary product is a weblet™, a professionally printed Version of a company's online content.

Zephyr Media Group

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Established in 1991, Zephyr Media Group, based in Chicago and with offices in New York City, Washington DC, Portland, OR and Phoenix, AZ is an independent direct response and infomercial company. Visit us at ERA to learn more about infomercial campaign management--from program development to production to media placement."