

For immediate release

Media contact:

Jessica Carrick

Phone: 203.748.6500 x 33

Email: jessica@plusme.com

PlusMedia Hires New Director of Insert Media

DANBURY, Conn., November 19, 2008—

PlusMedia, a direct response marketing firm specializing in insert and print media brokerage, is pleased to announce the hiring of JoAnna DeGennaro as the company's new Director of Insert Media. In this role, Ms. DeGennaro will oversee all insertion campaign activity including strategy, negotiations, and plan execution. She will be responsible for maximizing performance of the insert media channel for PlusMedia clients and identifying strategic opportunities to grow their business.

Ms. DeGennaro has more than 20 years of experience in the direct marketing industry, having worked both as a mailer and as a list and insert media manager. Most recently, she was head of the package enclosure division of the media department at Direct Brands, Inc. (formerly Bookspan) where she was responsible for the internal and external new member insert acquisition efforts for 20 book clubs. Ms. DeGennaro has also been a featured speaker for both the Hudson Valley Direct Marketing Association and the Direct Marketing Association's Insert Media Council.

"JoAnna has been a valued industry colleague of mine for many years," said Sherry Scapperotti, president of PlusMedia. "Her expertise will be an asset to PlusMedia and I am thrilled that she is joining our insertion team."

About PlusMedia

PlusMedia, LLC is a leading direct response marketing firm based in Danbury, Connecticut. The company specializes in insert and print media brokerage and is renowned throughout the direct marketing industry for its expertise in these channels. Founded in 1998, PlusMedia is committed to helping organizations of all sizes increase their consumer outreach and strengthen their brand impact through strategic media campaigns. For more information, please visit www.plusme.com.

