

For immediate release

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## PlusMedia Announces New Hire and Employee Promotions

DANBURY, Conn., April 21, 2008—

PlusMedia, LLC, a direct response marketing firm specializing in insert and print media brokerage, is pleased to announce the hiring of Julie LeBeau as a Senior Account Executive on the insertion team. In this role, Julie will work exclusively on one of PlusMedia's largest client accounts to develop insert media campaigns and perform strategic planning and analysis. She will report to Michelle Syme, Vice President of Planning & Analysis. Julie comes to PlusMedia with experience in both direct response and broadcast media. Most recently, she worked for ID Media as an Account Supervisor. She holds a Bachelor's degree in Communication and Media from Queens College.

Reporting in to Julie, Kristine Frederick has been promoted to Senior Account Manager. Kristine began her career with PlusMedia in April of 2007 as an Account Manager on the insertion team. In her newly expanded role, she will support the Account Executives in both the insertion and print media channels for one of PlusMedia's largest client accounts. Prior to joining PlusMedia, Kristine worked in video editing and production for ESPN. She holds a Bachelor's degree in Film and Video Production from Penn State.

Kate Long has been promoted to Manager of Operations. Kate began her career with PlusMedia in April of 2007 as an Account Executive on the insertion team. In her new position, she will consult with PlusMedia's account management team to increase operational efficiency and streamline procedures related to client campaign management. She will report to Sherry Scapperotti, President. Prior to joining PlusMedia, Kate worked in the promotional products industry for Waterfront Promotional Merchandising. She holds a Bachelors degree in Fine Art from the University of Michigan and a Masters degree in Fine Art from SUNY New Paltz.

### 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.