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Zephyr Media Group Establishes DRTV Entertainment Division

Zephyr Sets Up Dedicated Unit To Handle Direct Response Television Media Buying For Film, Television And Home Entertainment Industries

For Immediate Release:

Evanston, IL (October 18, 2010) – Leading direct response media buying agency Zephyr Media Group (www.zephyr-media.com) has established a separate entertainment division to handle media planning and buying on behalf of the motion picture, television and home entertainment industries.

The formation of the dedicated entertainment division was announced by Zephyr CEO Dan Zifkin, whose career experience includes serving in senior executive roles with film and television production and distribution companies. Zephyr's entertainment division will help studios and independent companies tap into the power of direct response television to build audiences, sell tickets and maximize DVD sell-through.

"Creating a stand-alone entertainment division has been an important goal of mine since launching Zephyr Media Group. Having served in entertainment for a number of years – followed by an equal number of years in direct response – I understand the specific consumer objectives of entertainment companies, and how DRTV can best address these goals," said Zifkin.

About Zephyr Media Group:

Headquartered in Chicago (Evanston, IL) with offices in Los Angeles, New York, Phoenix, Boston and Washington D.C., Zephyr Media Group is a recognized industry leader in full service direct response television (DRTV) media planning and buying. The company's expansive staff of media professionals is responsible for numerous high-profile campaigns on behalf of both corporate and entrepreneurial clients alike. The company's media buying capabilities encompass all major media channels including broadcast, cable, print, radio, Internet mobile and outdoor advertising. Zephyr TV Sales is a wholly-owned subsidiary of Zephyr Media Group, responsible for the national advertiser sales of quality syndicated television and cable programming services. Specialty Premium Group is a wholly-owned subsidiary of Zephyr Media Group providing quality promotional and incentive premiums for corporate clients. Zephyr Media Group is located on the Internet at www.zephyr-media.com.

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