

The following companies have joined the Electronic Retailing Association and discovered the value of ERA membership. Read on to better understand the vast assortment of companies that help comprise this vibrant, fast-paced and growing industry.

Who:



What: Celebrating our 20th anniversary this year, we develop and manage direct response television and related advertising campaigns. Our extensive experience in both short- and long-form campaigns helps us understand our clients' objectives. In addition to our expertise in direct response television, we can also cover all your other media needs: DR radio, print, OOH, online or emerging social networks. Headquartered near Chicago and with offices around the country, we are experienced in commercial production, advertising sales, media buying and campaign management, and we understand the marketplace from all perspectives, including that of the advertiser itself. When you work with Zephyr, you will join a growing list of sophisticated clients that we have in our portfolio.

Where: Evanston, Ill.; Washington, D.C.; Phoenix, Ariz.; Boston, Mass.; Los Angeles, Calif.

Web: www.zephyr-media.com

Why ERA: "ERA helps to bring together many different direct response companies under one umbrella. ERA provides opportunities to network and creates forums for people to speak on current industry topics. In addition, it brings the international community together and helps to promote both domestic and international activity. ERA as a lobbying group assists to get our concerns in front of our Congress by informing the congressional body what our thoughts are about legislation that affects direct response TV members' ability to do business."
– Dan Zifkin, president

Who:



What: Manhattan Media Services, Inc. (MMSI) is recognized as the leading direct response print media planning, buying and placement agency. CEO and President Marianna Morello has been in the industry for more than 25 years. MMSI is celebrating its 16th year in the business. It negotiates the best

rates and placement in print and provides clients up to 85 percent off prevailing rates while staying on the front curve of the industry. It also maintains excellent relationships with its media partners and leverages buying power to pass along cost-effective media buying opportunities to clients to build successful print advertising campaigns. Why print? Print is believable, economical and long lasting. Print is powerful!

Where: Manhattan, N.Y.

Web: www.manhmedia.com



Why ERA: "We are proud members of the ERA for over 16 years and have developed many of our prestigious clients through the meetings. ERA provides us with a unique opportunity to network and expand our client base."

– Marianna Morello, CEO and president

Who:



infusion
BRANDS

What: Infusion Brands International, Inc. (OTCBB: INBI) is a global consumer products corporation that builds, markets and distributes innovative brands through multiple direct-to-consumer channels worldwide. Infusion Brands offers what no other consumer products organization can provide: an ecosystem of innovation that begins with unmatched product and brand development expertise and delivers massive international sales with unprecedented speed in markets across the globe.

Where: Clearwater, Fla.

Web: www.infusionbrands.com



Why ERA: "ERA is a perfect fit for us because we get the opportunity to interact with our peers as thought leaders, and we all get to leverage the best of each other's innovation, bringing us all new revenue streams and potential business opportunities. For Infusion Brands, a tangible example of that is Bill Barlow, our VP of Global Business

Development, speaking at ERA's International Conference in Stockholm. He'll be announcing our recent international acquisition of Home-Shopping-Express (n/k/a Infusion Brands Europe) as well as introducing our new innovative business model, 'Infusion Broadcasting,' which is reinventing international live television shopping while capturing new demand in an uncontested market space. This new innovative business model is driving unprecedented profitable growth benefiting both product owners and live television shopping stations around the world. ERA Stockholm is the perfect venue for