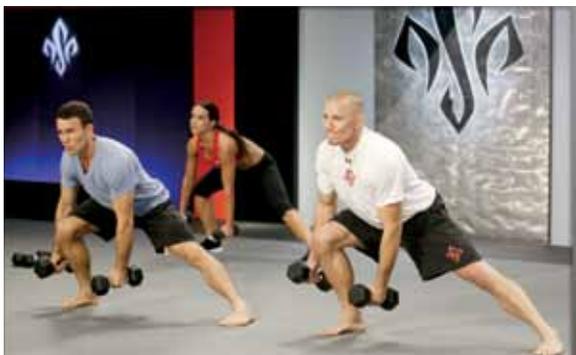


By Jackie Jones (jackiejones@questex.com)



Northern Response Intl. Ltd. expects "tremendous sales growth" for the GSP RUSHFIT product abroad.

## Northern Response Takes GSP RUSHFIT Abroad

TORONTO – Northern Response Intl. Ltd. has begun international distribution of the fitness retail and DRTV product, GSP RUSHFIT Ultimate Home Fitness program.

The GSP RUSHFIT program uses various MMA conditioning exercises, intense circuit style training and body weight training for fitness consumers.

"Mixed Martial Arts is the fastest-growing sport in the world and Georges St-Pierre is one of its biggest stars," said David Baldassi, new business manager for Northern Response. "We know that GSP and his MMA-inspired fitness routines offer consumers an incredible workout. We've already seen the GSP RUSHFIT buzz grow very quickly online, we know the direct response television industry and we expect tremendous sales growth immediately and over the coming years in Canada and globally."

## InfoTech Named a Top-10 Company to Work for in North Dakota

MINOT, N.D. – InfoTech was named one of the 10 best companies to work for in North Dakota as part of the North Dakota Young Professionals Best Place to Work Award.

The Direct Response Marketing Alliance (DRMA)

member, which is headquartered in New York City but also operates an office in Minot, N.D., is a privately owned software house and system integration company with a variety of products, IT services and business practices.

"I think it is the culture that we've built," InfoTech COO Mac Magaster said when presented the award. "It is the way that upper management has decided to embrace the younger generation. It is a company that creates custom software and tends to be a newer technology."



Chickie Bucco of Katz Direct, Lori-Ann Capitelli and Shannon Smith of E&M Advertising, and others help InfoTech's New York office celebrate its relocation March 31 at an Open House party.

## eBay to Acquire GSI Commerce for \$2.4 Billion

SAN JOSE, Calif., and KING OF PRUSSIA, Pa. – eBay Inc. has agreed to acquire Direct Response Marketing Alliance (DRMA) member GSI Commerce, a provider of E-commerce and interactive marketing services, for approximately \$2.4 billion.

The acquisition will close in the third quarter of this year.

"We intend to lead the next generation of commerce innovation. The acquisition of GSI, which offers the most comprehensive integrated suite of online commerce and interactive marketing services available, will significantly strengthen our ability to connect buyers and sellers worldwide," eBay President and CEO John Donahoe said. "Combined with eBay Marketplaces and PayPal, we believe GSI will enhance our position as the leading strategic global commerce partner of choice for retailers and brands of all sizes."

Chris Saridakis, GSI's head of marketing services, will lead the GSI unit at eBay. GSI's relationships with more than 180 customers, retailers and brands across 14 merchandise categories will benefit from eBay's global platform and technology capabilities, Donahoe said.

### Response Magazine and the DRMA want to share your successes with the industry!

To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at [jackiejones@questex.com](mailto:jackiejones@questex.com).

To have your product video featured on [AsSeenOnResponseTV.com](http://AsSeenOnResponseTV.com), contact **Roxana Aguilar** at [raguilar@questex.com](mailto:raguilar@questex.com).

To purchase Response Expo 2011 All-Access Badges, contact **Kaitlyn DeWaard** at [kdewaard@questex.com](mailto:kdewaard@questex.com).

### NEWS CORNER

#### CANNELLA RESPONSE TELEVISION

announces that Kayla Kluver has joined the company as media assistant at its West Coast office in Los Angeles.



Kyle Eckhart



Karen Egan



Ashley Veliz



Christina Travaglini

**CMEDIA**, the media-planning and media-buying company within R2C Group, announces the promotion of a veteran client ser-

vice leader and the addition of three new members to its team: Kyle Eckhart was promoted to account director; Karen Egan joins the team as an account director;

Ashley Veliz is the newest short-form media coordinator; and Christina Travaglini is hired as a media account coordinator.

**GLOBAL INFOMERCIAL SERVICES (GIS)** is partnering with rVue Inc., a subsidiary of rVue Holdings Inc., to bring alternative advertising channels to product marketers.

**MEDIA DESIGN GROUP** adds Jackie Atteberry as media buyer, its seventh new employee of 2011 so far.