

By Jackie Jones (jackiejones@questex.com)



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Atomic Direct Releases New TV Campaign for Kobalt SpeedFit

PORTLAND, Ore. — Direct Response Marketing Alliance (DRMA) member and DRTV agency Atomic Direct has released a television campaign for the SpeedFit Socket and Hammer Set, the latest addition to Kobalt's SpeedFit tool family.

The short-form spot for the 21-piece portable socket and hammer set targets do-it-yourself enthusiasts and will drive Web and retail traffic, as well as direct sales. The campaign comes on the heels of Atomic Direct's

successful 2010 campaign for the Kobalt Tools Multi-Drive Wrench.

"We've been delighted to work with Kobalt Tools, one of the fastest-growing brands of tools," said Doug Garnett, CEO of Atomic Direct, and member of the *Response Magazine* Editorial Advisory Board. "The SpeedFit system is a light, versatile DIY kit that is certain to garner tremendous appeal as a perfect tool kit solution for everyone's glove box."

Global Information Services Adds New Partnerships

OAK LAWN, Ill. — Direct Response Marketing Alliance (DRMA) member Global Information Services (GIS) has added three new partnerships, obtaining the international distribution rights to Torso Ball, Super Ladder and Turbo Action Steam Cleaner.

GIS now has all international distribution rights to the fitness product Torso Ball, and rights in select international markets for the Super Ladder, a lightweight, multifunctional ladder, and the Turbo Action Steam Cleaner, a heavy duty steam cleaner for the home.

GIS is a subsidiary of Oak Lawn Marketing, an infomercial company in Japan, and is a full-service international direct response television marketer and distributor with partners worldwide.



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Eureka Payments Launches D2C Premier Pricing Program

EUREKA, Calif. — Eureka Payments LLC, a new Direct Response Marketing Alliance (DRMA) member, has launched a D2C Premier Pricing program in celebration of its absorption of the Direct Response Payments brand.

The promotion will be available to new Eureka Payments merchants at the Electronic Retailing Association's (ERA) 2011 D2C Convention in September in Las Vegas.

"Our goal is to remain competitive in the D2C space and reward low-risk D2C merchants with amazing prices and services," said Steve Kimberling, executive vice president of sales and marketing.

"Moving toward a single brand within this space will allow us to focus our marketing and service efforts to better serve existing clients and future prospects," added Eureka President Ken Musante on the July 2010 merger.

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.

To have your product video featured on *AsSeenOnResponseTV.com*, contact **Roxana Aguilar** at raguilar@questex.com.

NEWS CORNER

REVShare hires **BRUCE ANGELI** as vice president of ad sales for the East and Southeast regions, and **JON ARNOFF** as account executive.



Bruce Angeli



Jon Arnoff

Hawthorne Direct hires **JOHN F. PUCCI** as creative director at its Los Angeles office.



Rose Mann

Thane Direct appoints **ROSE MANN** to the newly created position of director of live shopping distribution.



John F. Pucci

Omnicom Group names **JONATHAN HABER** chief innovation officer of OMD.