IFS-TV TAPPED TO SERVE AS ON-SITE VIDEOGRAPHER FOR RESPONSE EXPO 2008

IFS-TV To Reprise Its Role Capturing The 3-Day Conference And Exhibition On Video For Post-Event Online Coverage

FOR IMMEDIATE RELEASE:

TORRANCE, CA (Date) – IFS-TV will reprise its role as official on-site vidoegrapher of *RESPONSE EXPO 2008*, it was jointly announced by John Yarrington, publisher of Response Magazine and Andy Arvidson, owner of IFS-TV.

Set for May 6-8 at the Manchester Grand Hyatt in San Diego, *RESPONSE EXPO* 2008 is a must-attend event for the direct marketing industry featuring an exhibition comprised of leading direct response companies and offering a wide array of educational sessions and networking events that place the emphasis on business-building.

IFS-TV served as videographer for *RESPONSE EXPO 2007*, which was the debut year for the event. The edited video profiled highlights of the expo as well as interviews with direct response industry leaders and several of the event's most prestigious exhibitors. The compilation appears on *Response* Magazine's expo 'Gallery' Web site (www.responseexpo.com / http://thegallery.responseexpo.com).

Presented by *Response* Magazine, the trade media 'bible' of the direct response industry, its parent publisher, Questex Media, and the Direct Response Marketing Alliance (DRMA), *RESPONSE EXPO* attracted more than 1,300 attendees in 2007, encompassing a 'who's who' in direct response, corporate marketing and traditional advertising.

With the theme, "Newest Ideas. Biggest Names," *RESPONSE EXPO 2008* promises to once again 'break the mold' in DR conference events, featuring a number of effective networking venues and a wide array of business-focused educational sessions.

Said Yarrington, "Andy Arvidson and IFS-TV worked meticulously to create an outstanding video chronicle of our debut conference and exhibition. We received substantial praise on the piece from attendees, as well as those who were unable to attend the first expo and felt the video gave them a good 'feel' for the event. We are delighted that Andy and IFS-TV will return this year to once again provide their services as our event videographer."

(more)

IFS-TV/RESPONSE EXPO

Page Two

"Response Magazine's John Yarrington and Tom Haire created an event that attendees still talk about – and enjoy business opportunities generated by – to this day. We look forward to return to capture the many networking functions, the executives, the movers and shakers that will make up this coming year's *RESPONSE EXPO*," added Arvidson.

Response Magazine is the definitive publication in direct response marketing, Response, its Web site (www.responsemagazine.com), digital edition (Response Digital) and weekly E-newsletter (Response This Week) provide targeted, cutting-edge content for professionals involved in all facets of direct response marketing, including DRTV, radio, interactive TV, the Internet and all areas of DR print. Response, the only independent source of news and information in the market, is the industry leader in promoting the convergence of direct marketing methods. At the same time, Response delivers timely news and in-depth analysis specific to the needs of its readership.

Launched by Andy Arvidson, owner of Imagine Fulfillment Services, a leading fulfillment organization serving the direct response industry, Fortune 500 companies and the major Hollywood studios, IFS-TV was formed to serve the video production requirements of direct marketers facing an ever-changing consumer and media marketplace. With a comprehensive in-house production facility and staff of producers, directors, editors and writers, IFS-TV is fully dedicated on providing the ultimate in television production services for the electronic direct response industry.

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