

The Legends Of Direct Response TV Turn Out For The 2009 **Response Expo**

Tony Little, Billy Mays And Anthony Sullivan To Make A Rare Joint Appearance Wednesday May 20 At The Conference & Exposition

San Diego (May 11, 2009) — **Response Expo 2009** will feature an afternoon with the legends of Direct Response Television – the incomparable Billy Mays, Tony Little and Anthony Sullivan – appearing together live and in-person on Wednesday, May 20 at the Hilton San Diego Bayfront. The conference and exposition runs May 19-21.

Little, Mays and Sullivan – whose sales total well into the billions of dollars – will be on hand to meet and greet **Response Expo** attendees in a fun and freewheeling session to take place on the Expo Hall floor.

Tony Little is “America’s Personal Trainer,”™ the reigning monarch of fitness infomercial TV. For those of you who are not familiar with “America’s Personal Trainer,” Little has succeeded against all odds, and with strong convictions and a deep caring for people, he has brought physical fitness into mainstream America in a way that has enhanced the physical appearance, personal stamina and emotional outlook of his trainees. Following an unparalleled career in television, Little is still breaking records as he continues to bring the fitness world new ways to get off the couch and get back in shape. His current accolades include 14 Platinum Video Awards, 9 Gold Video Awards, and record-breaking infomercials aired throughout 81 countries. More than 40 million people worldwide have benefited from his exercise programs. Without a doubt, Little knows the formula for success. His life has been a painful one at times, but his attitude on overcoming obstacles is simple: “**Conceive, Believe and Achieve™**”

Billy Mays is a towering figure in infomercials, noted for his hosting such mega-campaigns as OxiClean [<http://en.wikipedia.org/wiki/OxiClean>](http://en.wikipedia.org/wiki/OxiClean) , Orange Glo and numerous other top cleaning, home-based and maintenance products. His distinctive beard and lively and engaging sales pitches have made him a recognizable television presence. Customer response to Mays’ pitches are always enthusiastic, as he typically begins his shows with: “Hi! Billy Mays here!” His success with OrangeGlo Intl. led to the company being named among the top 10 privately growing companies from 1999 to 2001 by *Inc.* magazine [<http://en.wikipedia.org/wiki/Inc. \(magazine\)>](http://en.wikipedia.org/wiki/Inc._(magazine)) . Today, as CEO [<http://en.wikipedia.org/wiki/CEO>](http://en.wikipedia.org/wiki/CEO) and founder of Mays Promotions Inc., Mays ranks among the most sought-after TV pitchmen, as he stars in a diverse line-up of TV’s most prominent infomercial campaigns. Importantly, Mays is always an avid user of the products he promotes. On April 15, the Discovery Channel [<http://en.wikipedia.org/wiki/Discovery_Channel>](http://en.wikipedia.org/wiki/Discovery_Channel) began airing a new documentary series called *Pitchmen* [<http://en.wikipedia.org/wiki/Pitchmen>](http://en.wikipedia.org/wiki/Pitchmen) which stars Mays and Anthony Sullivan [<http://en.wikipedia.org/wiki/Anthony_Sullivan \(pitchman\)>](http://en.wikipedia.org/wiki/Anthony_Sullivan_(pitchman)) – another member of the **Response Expo** “Legends” team.

“As Seen On TV” is a phrase that fits **Anthony “Sully” Sullivan** well. The host of shows such as Swivel Sweeper, One Sweep, Taplight, Foodsaver, Magikan, First Alert Instant Alarm and Smart Chopper, Sullivan is known for his witty one-

liners, captivating demonstrations and passion for problem-solving products. He's sold hundreds of millions of dollars worth of products in more than 60 countries in less than a decade. In addition to being one of the world's best on-camera product pitchmen, Sullivan has produced, written and directed an expansive list of infomercial hits. Sullivan Productions gives new meaning to the phrase "Hitsville," and Sullivan quite literally loves what he does and loves being the front man.

"It's awesome playing host to three of the biggest names in infomercial television. Billy Mays, Tony Little and Anthony Sullivan are true superstars of direct response, and we couldn't be more proud to have them as our featured guests at the Expo," said John Yarrington, organizer of **Response Expo** and Publisher of *Response Magazine*.

RESPONSE EXPO is an event presentation of *Response Magazine* – the No. 1 trade publication serving the direct response industry – its parent, leading business-to-business integrated media provider **Questex Media Group** (www.questex.com [<http://www.questex.com/>](http://www.questex.com/)), and the Direct Response Marketing Alliance (DRMA), a federation of industry-leading direct response marketers.

All-access badges must be purchased to attend both the seminar sessions and networking events. Badge rates are \$495 for DRMA members and \$795 for non-DRMA members. Expo hall-only badges are \$50. DRMA membership is \$595 per company per year. Please visit www.ResponseExpo.com [<http://www.responseexpo.com/>](http://www.responseexpo.com/) for more information.

Response Magazine is the definitive publication in direct response marketing, *Response*, its Web site (www.responsemagazine.com [<http://www.responsemagazine.com>](http://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

The Direct Response Marketing Alliance (www.TheDRMA.com [<http://www.thedrma.com/>](http://www.thedrma.com/)) is designed to create networking opportunities among corporate marketers, direct response agencies, traditional advertising executives and the television world. DRMA members receive special exclusive promotional opportunities at Alliance events and in Alliance publications, as well as have the opportunity to discuss new ideas and best practices with their peers across the marketing spectrum. DRMA members are comprised of businesses ranging from *Fortune* 1000 companies to direct response marketing service suppliers.

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