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RESPONSE EXPO DATES SET FOR '08

Save the Date! **RESPONSE EXPO** Promises the Newest Ideas and Biggest Names as It Returns for a Second Triumphant Conference in San Diego, May 6-8, 2008

FOR IMMEDIATE RELEASE:

SANTA ANA, CA (Date) – With **RESPONSE EXPO 2007** in the record books as one of the most successful DR industry events in recent history, Questex/Response Magazine/Direct Response Marketing Association have set May 6-8, 2008 as the dates for the second annual **RESPONSE EXPO** Conference and Exhibition. Returning to the Manchester Grand Hyatt in San Diego, **RESPONSE EXPO 2008** will repeat its all-business networking, seminar and exhibition formula that made the '07 event an across-the-board success.

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, encompassing a 'who's who' in direct response, corporate marketing and traditional advertising. For the 2008 conference, Response Magazine publisher John Yarrington projects a marked increase in the attendee and exhibitor numbers.

"We are already welcoming first-time companies who have committed to exhibit for 2008," said Yarrington. "The word went out immediately that **RESPONSE EXPO** is a must-attend."

With the theme, "Newest Ideas. Biggest Names.", Response Expo 2008 promises to once again 'break the mold' in DR conference events, featuring:

- **12 innovative educational sessions** featuring the newest ideas and biggest marketers in the direct response marketplace — seminars that will provide the most enlightened discussion about and case studies of the key issues facing direct response marketers
- **A bustling expo hall floor** with more than 100 exhibiting companies, comprised of industry leaders from the corporate and direct marketing spectrum
- **Three great networking events** where you can shake hands and share ideas with the brightest and boldest names in the direct response industry

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Added Response Magazine's editor-in-chief Thomas Haire, who is also the educational director of Response Expo: "With all these great opportunities, corporate marketers, direct response executives and advertising executives will not want to miss out on the education, networking, social events and business opportunities that await them at **RESPONSE EXPO 2008.**"

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.

The Direct Response Marketing Alliance 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.

Questex Media Group, Inc., is a global, diversified business-to-business integrated media and information provider, headquartered in Newton, Mass. The company's media properties include over 100 print and digital media publications, 45 conferences, tradeshow and events, as well as a range of research, data and information products. The company's businesses are managed through operating companies including Questex Media Group; InfoTrends, Inc., Imaging Networks and; McLean Events International, Ltd, a world-leading producer of appointment-based events. The company's combined operations include more than 400 employees in offices throughout North America, South America, Asia and Europe.

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