



Media Contacts:

Brad Wills
Wills & Associates, Inc. for ERA
Tel. 301.767.1919
bwills@wills-pr.com

Karen Gyimesi
AdweekMedia
Tel. 646.654.8631
Karen.Gyimesi@nielsen.com

ERA and *Electronic Retailer Magazine* Join Forces with AdweekMedia

Special Advertising Section in Adweek, Brandweek and Mediaweek to be Distributed at 2009 ERA D2C Convention

ARLINGTON, Va. – August 11, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, and its publication *Electronic Retailer Magazine* today announced that they have entered into a strategic agreement with AdweekMedia to publish a special advertising section devoted to the power of electronic direct response marketing. The advertising section – which will be featured in *Adweek*, *Brandweek* and *Mediaweek* magazines on September 14 – also will be distributed at the 2009 ERA D2C Convention, September 13-15, 2009, at the Paris Hotel in Las Vegas.

“We are excited to join forces with AdweekMedia,” said Julie Coons, ERA’s president and CEO. “We believe this strategic relationship with AdweekMedia will be a valuable opportunity that enables our members to raise their profile within the broader advertising community, while educating AdweekMedia’s readers about the impressive results yielded by direct response marketing.”

Direct response marketing is responsible for sales in excess of \$400 billion in 2008 and is expected to grow through 2011, despite the stagnant economy. As a result of its success on TV, radio and online, direct response marketing has become a key component of advertising strategies for companies of all sizes.

“The power of direct response to sell products and services via TV, radio and online has become a key component of the marketing and media mix for companies big and small,” said Sue Tremblay, vice president, client marketing, Nielsen Business Media. “Our relationship with

ERA is an ideal opportunity for agencies, both creative and media, and other vendors to showcase their success stories and exceptional services, and reach the combined AdweekMedia audience of senior advertising, marketing and media executives.”

The September 14 special advertising section will cover the latest trends in direct response marketing across all three media platforms, discuss how multi-channel marketers continue to integrate and expand their ad messages, and explore the power of celebrity.

For more information about the content and advertising opportunities in this publication, please contact Eric Scott at (323) 525-2283 or escott@adweek.com.

For more information about the 2009 ERA D2C Convention, or to register, please visit www.D2Cshow.org.

About AdweekMedia

AdweekMedia is the premier information source for media, advertising and marketing industry news and analysis, providing an integrated product portfolio led by trusted brands Adweek, Mediaweek and Brandweek. Industry professionals in all stages of their careers turn to AdweekMedia's digital and print properties, and leading executive conferences and events, for trusted content and interactive programs tailored to better serve their customers, build their network, and advance their market knowledge. AdweekMedia is owned by Nielsen Business Media, part of The Nielsen Company, a global information and media company.

About the 2009 ERA D2C Convention

The Electronic Retailing Association's 2009 ERA D2C Convention is the 19th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as wide variety of events on the trade show floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit www.retailing.org.