



For Immediate Release:

Media Stream Direct Achieves Success in Spanish Media Buying

Sherman Oaks, CA, February 8, 2010 – Media Stream Direct, a leading direct response media buying agency, is marking great success as it enters the Hispanic media buying market.

The agency, which is known for its top performance in long form media buying, began pursuing Spanish media in early 2009. It credits much of this success to its experienced buyers in the Hispanic arena, paired with the agency's reputation for competitive rates and a deep understanding of the Hispanic market. Media Stream Direct CEO Eitan Cohen said, "We are pleased that we are able to add incremental value for our clients, and bring them success in both Spanish and traditional media."

The Hispanic ad market is worth \$4 billion, while the Spanish-language upfront is predicted to bring in \$1.6 billion. Hispanics account for 15% of the population, though Spanish-language TV still brings in just a small portion of TV ad dollars.

About Media Stream Direct:

Media Stream Direct is a direct response media buying agency specializing in Long Form national cable and broadcast television. Media Stream Direct has held many top ranking shows on the IMS charts since its inception in 2007. The agency is a member of the Electronic Retailing Association (ERA), the Direct Marketing Association (DMA) and the Direct Response Marketing Association (DRMA). For more information about Media Stream Direct, visit: www.MediaStreamDirect.com.

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