



For Immediate Release:

Media Stream Direct Announces Diane Nelson as Senior Media Buyer

Sherman Oaks, CA, June 26, 2009 – Media Stream Direct, a leading direct response media buying agency, recently named Diane Nelson as Senior Media Buyer.

As Senior Media Buyer, Nelson will support campaigns for Media Stream Direct's clients across various categories, buying both Long Form national cable and broadcast media. Her responsibilities include the media buying, media planning and profitability oversight for clients' shows.

Media Stream Direct President Eitan Cohen said, "Diane is a great addition to our media buying team. Her 20 years of industry experience will be a valuable asset to the company and our clients."

Nelson most recently worked as a Senior Media Buyer for 28:30, buying both English and Spanish Long Form and Short Form media. She has also worked at OMG Direct and Williams Television Time. Nelson holds a Bachelor of Science degree in Marketing from Arizona State University.

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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