



**For Immediate Release:**

**Media Stream Direct Announces Eight New Hires  
to Accommodate Growing Business**

Sherman Oaks, CA, April 21, 2011 – Media Stream Direct, a leading direct response media buying agency, recently named eight new hires to its employee roster as a result of growing business needs.

**Doug Crouthers** was brought on as Director of **New Business Development**. Crouthers is responsible for building Media Stream Direct's billings and revenue in order to ensure profitability and long term growth. He will develop and nurture future relationships between the agency and marketers, as well as with other industry partners. Crouthers has over a decade of experience in the Direct Response Industry. He most recently worked at DM Sales Solutions LLC where he managed the call center side of DRTV campaigns. He has also held the title of Vice-President of Teleservices at Irwin Naturals and of Vice-President of Sales at Tony Hoffman Productions. Doug earned a degree in Marketing and Business Administration from California State University, Northridge.

**Bernadette De La Fuente** was recently hired as an **Account Executive**. In her role, De La Fuente will manage the day-to-day client services for many of Media Stream Direct's accounts. She will also be taking a leadership role in the Marketing department, ensuring that all client needs are met and that expectations are surpassed. De La Fuente most recently worked as an Account Executive at Euro RSCG Edge where she managed several high profile campaigns, most notably Cash For Gold. She has also worked at Sylmark, Ronco and Only the Best. Bernadette holds a degree in Operations Management from the University of Baguio, and has completed several Business and Management courses at UCLA.

**Dale Lepkofker** was recently hired as **Controller**. In her position, Lepkofker will oversee the day-to-day financials of the company, as well as take the lead in managing profitability, budgeting and projections. She will also take a leadership role, managing the Accounting Assistants and the Human Resources department. Lepkofker is an experienced Controller who has a background in Corporate Accounting, Commercial Finance and GAAP Management. She most recently worked as Controller at Reliance Brands LLC and at Vend Lease Company, Inc., and has also worked at McGladrey and Pullen CPA, DLA Piper Rudnick Gray and Cary Law, and Lifoam Products, Inc. Dale has an Accounting degree from Towson University.

Other new additions to the Media Stream Direct Team include **Breanne Kamai, Dolan Peters, Ligia Gonzalez, Lilliana Reyes** and **Vira Samouhi**. They will be acting in various roles in the Media and Marketing departments.

Media Stream Direct President Eitan Cohen said, "We are excited by the continued growth of the company, and have already begun to see the great value our new employees are bringing to the company and to our clients."

**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](http://www.MediaStreamDirect.com).

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