



For Immediate Release:

Media Stream Direct Announces Joe Caccamise as Senior Media Buyer

Sherman Oaks, CA, July 13, 2009 – Media Stream Direct, a leading direct response media buying agency, recently named Joe Caccamise as Senior Media Buyer.

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

Media Stream Direct President Eitan Cohen said, "Joe's expertise and long-standing industry relationships will be a tremendous asset for our media buying team. His experience will bring great value to the company and to our clients."

Caccamise most recently worked as a Senior Media Buyer for Express Media, buying both Long Form and Short Form media. He has also worked at Mercury Media and Williams Television Time. Caccamise holds a Bachelor's degree from San Francisco State University, and did post-graduate work at USC.

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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