



For Immediate Release:

Media Stream Direct Announces Maureen Zoumot as Media Supervisor

Sherman Oaks, CA, September 8, 2010 – Media Stream Direct, a leading direct response media buying agency, recently named Maureen Zoumot as Media Supervisor.

As Media Supervisor, Zoumot will support campaigns for Media Stream Direct's clients across various categories, buying both Long Form national cable and broadcast media. Her responsibilities also include overseeing and mentoring the junior buying staff in all aspects, including media buying and planning, and profitability management.

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

Zoumot most recently worked as a Senior Media Buyer for Icon Media, buying Long Form media and acting as Team Leader for the Long Form buying division. She has also worked at both Irwin Naturals and Sylmark as a Media Director. Maureen holds a degree in Liberal Arts from California State University Northridge.

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.

Contact:

Media Stream Direct
14724 Ventura Blvd., Suite 1200
Sherman Oaks, CA 91403
(818) 817-8000
Eitan Cohen
CEO

###