



marketing services, inc.™

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Your success is our business.

FOR IMMEDIATE RELEASE

Ellie Brady to Speak at B&C/Multichannel News On Demand Summit 3.0

Morristown, NJ – May 6, 2011 – Ellie Brady, Director, Marketing and Client Services at Eclipse Marketing Services, Inc. will join leading marketers from Charter Communications, Cox, iN DEMAND, Time Warner Cable and Warner Brothers in a panel discussion at the third annual On Demand Summit, Wednesday, May 11, 2011, at the Sentry Center Midtown East in New York City. With an expected attendance of 300+, the On Demand Summit audience will consist of a diverse mix of cable operators, programmers, advertising agencies, IPTV companies and research firms.

The panel is designed to reveal creative and successful promotional ideas that have proven to increase usage of cable's Video On Demand. Titled "Marketing & Promotions – Promoting Cable On Demand in an Increasingly Competitive Marketplace," the session is meant to showcase examples of how cable marketers are encouraging viewers to use On Demand and to use the services provided by their pay TV operator when the consumer has other options. "Not only does multi-platform On Demand remain the glue to help retain existing customers," noted Ellie, "...there's also a great opportunity to leverage VOD as a competitive hook in upgrade, acquisition and win-back efforts."

Ellie has more than 10 years of direct marketing experience in the cable industry, with expertise in the promotion of Video On Demand and Pay-Per-View services. As Director of Marketing and Client Services, she manages the strategic development and implementation of direct mail and online marketing campaigns for cable TV providers and movie studios, including monthly VOD campaigns. With primary key account responsibility for Comcast, Ellie works closely with Corporate and Division personnel to create numerous marketing campaigns, including a Gold CTAM Mark Award-winning campaign in Direct Mail marketing.

About Eclipse Marketing Services, Inc.

Eclipse Marketing Services, founded by Margaret Boller in 1992, provides creative direct marketing solutions to the cable TV and entertainment industries for both general market and Hispanic initiatives. The agency's team of seasoned campaign strategists and marketing consultants enables Eclipse to provide industry marketers with direct marketing initiatives—on brand, on strategy, and on budget. Eclipse has earned numerous accolades and awards from industry associations, including CTAM Mark Awards in Direct Mail, a NAMIC Excellence in Multicultural Marketing Award, International Creativity Awards, Davey Awards, JASPER Awards, and The Heartbeat of America Award for entrepreneurial companies. More information is available at www.eclipsemarketingservices.com.

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