



marketing services, inc.™

490 Headquarters Plaza • North Tower, 10th floor • Morristown, NJ 07960

tel • 800.837.4648

fax • 973.695.0209

web • www.eclipsemarketingservices.com

Your success is our business.

FOR IMMEDIATE RELEASE

John Rein Joins Eclipse Marketing Services, Inc. as Director, National Accounts

Morristown, NJ – February 23, 2011 – Eclipse Marketing Services Inc. has appointed John Rein as Director of National Accounts. In this role, Rein is responsible for assisting our clients in developing marketing campaigns and tactics that drive subscriber and revenue growth.

Rein comes to Eclipse with over 20 years of progressive industry experience, which includes 9 years at Starz Encore Group, where he held various roles in corporate sales, marketing, teleservices, and client relations. Most recently, as Director of Business Development at CSR, Inc., he worked closely with major MSOs to increase close rates and customer retention with frontline employee development services. Prior to that, he was responsible for providing consumer segmentation services to cable operators as Director of Account Services at Cohorts.

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.

Contact: Susan Taft
973-695-2214
staff@eclipse2.com

####