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**KAREN HABIB JOINS ECLIPSE MARKETING SERVICES, INC.
AS DIRECTOR, HISPANIC MARKETING**

Morristown, NJ, June 9 – Eclipse Marketing Services, Inc. has appointed Karen Habib as Director, Hispanic Marketing. In this role, Habib will spearhead the development of Hispanic Marketing strategies and campaigns at the agency. She will work closely with clients to develop Hispanic initiatives customized to their particular markets. Margaret Boller, Founder and President of Eclipse Marketing Services made the announcement.

Habib has 15 years of cable TV multicultural marketing experience with particular expertise in the U.S. Hispanic market, as well as the gay/lesbian, African American, and youth segments. She is a trilingual professional, fluent in English, Spanish, and French. Habib is adept in developing marketing strategies incorporating numerous technologies, including cable TV, Internet, and telephone.

“Karen is a demonstrated multicultural marketing professional with considerable experience in capturing the attention of the diverse and complex Hispanic consumer,” said Boller. “Her informed perspective, seasoned skills, and passion for this underserved segment will be of enormous value to cable TV’s multicultural marketers.”

Prior to joining Eclipse, Habib served as Director, Affiliate Marketing for MTV Networks, where she was instrumental in the launch of Logo, and in rolling out MTV Networks’ first interactive campaign for The N. Previously, she served as Director, Affiliate Marketing for Univision Communications, developing affiliate strategies and plans for networks Univisión, Galavisión, and Telefutera. Habib gained her broadest multicultural experience during her eight-year tenure at Showtime Networks Inc. As Director, Hispanic Marketing there, she created numerous bilingual acquisition and upgrade campaigns, including several CTAM Mark Award winners.

About Eclipse Marketing Services, Inc.

Eclipse Marketing Services, founded by Margaret Boller in 1992, provides creative direct marketing solutions for the cable TV and entertainment industries. 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 the CTAM Gold Mark Award in Direct Mail and The Heartbeat of America Award for entrepreneurial companies. More information is available at www.eclipsemarketingservices.com

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