



marketing services, inc.™

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FOR IMMEDIATE RELEASE

Melissa Anne Muller Joins Eclipse Marketing Services, Inc. as Director, Hispanic Marketing

Morristown, NJ – September 27, 2010 – Eclipse Marketing Services Inc. has appointed Melissa Anne Muller as Director of Hispanic Marketing. In this role, Muller will lead the Hispanic Division of Eclipse in developing cost-effective marketing strategies and campaigns specifically for the Latino marketplace; she will collaborate with clients to address their local market needs and opportunities. Joan Coyne, Sr. VP Marketing and Client Services, made the announcement.

Prior to joining Eclipse, Muller was a National Sales Account Representative for Univision Communications, Inc. She represented Univision and Telefutura, the number one and number two ranked Spanish language broadcast TV networks in 64 markets across the U.S.

“Melissa is a multilingual international executive logging more than 15 years experience in the entertainment and media industry, with expertise in the U.S. Hispanic market,” said Coyne. “She brings a wealth of knowledge and skills to Eclipse and its clients.”

Ms. Muller began her international career as the Head of International Programming Sales for Canal 11 XEIPN TV in Mexico City. At Canal 11, she successfully positioned the broadcaster as the premier cultural TV programming producer. From there, Muller launched her own business, Magnolia International—a distributor of quality Spanish language cultural TV programming for worldwide markets. Upon returning to the U.S., Ms. Muller was at Univision for four years before joining Eclipse.

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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