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NEW MEDIA SERVICE FOR LATIN AMERICA LAUNCHED BY INDUSTRY VETERAN STAN BRUCKHEIM

August 13, 2007 (Laguna Hills, California) – Global Delivery Services (GDS) partners Stan Bruckheim and Louise Mulder have announced the formation of *Latino Media Services (LMS)*, effective August 27, 2007.

The new *Latino Media Services* has been welcomed by Latin American networks and marketers alike. Bruckheim explains, “Our plan with LMS is to provide the best pan-regional cable media services throughout Latin America.”

Bruckheim adds, “the support from the Latin American community of marketers and product suppliers has been overwhelmingly positive. LMS looks forward to delivering quality media with superior service to the new LMS Group of participants. LMS will also help global product suppliers bring the best direct response products to the Latin American market. And we expect to expand our services in Europe as well, under our sister company, European Media Services.”

“LMS will focus entirely on media services, and the agency will air the best products in the region, as determined by our LMS participants. By thus providing maximum local sales revenues from the media, this is a win-win-win for the participants, product suppliers and media networks.”

Latino Media Services, beginning operations on August 27, 2007, will acquire media contracts with many of the key cable networks in the region.

LMS has hired experienced advertising professional Elisha Trundle as Operations Manager. Ms. Trundle will manage the day-to-day operations, client and media relations for LMS.

Stan Bruckheim, who will serve as LMS President and CEO, is a 24-year industry veteran, and is now serving as Co-Chair of the Latin America Council of the Electronic Retailing Association.

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