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## **Esteban's 'Gift Of Guitar' Strikes A Responsive Chord; Media Spending To Triple This Summer**

(PHOENIX) Marcum Media has announced that its highly successful "Esteban's Gift of Guitar" infomercial continues to be a hit – so much so that the Phoenix agency plans to triple media spending this summer.

"Esteban's charisma and music give this show incredible stopping power. People surfing through the channels can't help but stop and watch," says Nancy Marcum, CEO/Founder of Marcum Media.

The infomercial began airing in October and has continued a successful run ever since. The show was produced by Morgan James for Joy Mangano at Ingenious Designs, New York, a division of HSN.

"It's also an incredible offer – a quality guitar and instructional video for just \$99," Marcum continued.

Along with the guitar and video, buyers receive a nylon guitar bag, neck strap, picks, a set of extra strings and a copy of Esteban's best-selling CD, "Enter the Heart."

„Gift of Guitar is not Esteban's first foray into DRTV. Thanks in part to the visibility he gained through his monthly series of one-hour concerts on the Home Shopping Network (HSN), he has since made 13 CDs and 2 videos and is now consistently on the top of the Billboard charts every month for album and video sales worldwide.

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