



---

11811 N. Tatum Blvd, Suite P-155, Phoenix, AZ 85028 ❖ Phone (602) 953-8558 ❖ Fax (602) 953-8559 ❖ [www.marcummedia.com](http://www.marcummedia.com)

For Immediate Release  
October 1, 2003

## **Marcum Media manages infomercial test for Lakota Herbs' "Lakota Joint Care System"**

Marcum Media is now testing a new infomercial for Lakota Herbs' "Lakota Joint Care System." The show touts the system as "the ideal combination of the science of today and the timeless benefits of Native American remedies."

The infomercial combines numerous physician recommendations and customer testimonials with breathtaking views of the Lakota nation. The show is hosted by Floyd Red Crow Westerman, who starred in "Dances with Wolves" and "Walker, Texas Ranger."

"This is one of the most innovative products I have ever seen in the nutritional category," says Nancy Marcum, CEO of Marcum Media. The Lakota Joint Care System is already a top-seller in Canada.

Early results are promising and Marcum expects the show to roll out nationwide in the coming weeks.

For more information contact **Yolanda Higgins**, Vice President of Business Development, by phone at 602-953-8558 or by e-mail at [yhiggins@marcummedia.com](mailto:yhiggins@marcummedia.com).