



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

For Immediate Release
October 5, 2003

Marcum Media adds NeoVita Foot Comfort Centers DRTV firm wins competition against nine general ad agencies by demonstrating how direct response format can generate store traffic

NeoVita Foot Comfort Centers has chosen Marcum Media to manage its future marketing efforts. The Phoenix firm will oversee a multi-pronged DRTV campaign designed to book appointments for NeoVita's retail locations. NeoVita creates custom orthotics for people who struggle with foot pain, back pain and migraines.

"This is one more example of how DRTV can do so much more than simply sell products," says Nancy Marcum, CEO of Marcum Media. "We were able to show NeoVita that direct response can be a great way to generate considerable store traffic at a measurable cost per lead."

NeoVita reviewed presentations from nine general advertising agencies before choosing Marcum Media. NeoVita currently has centers in Phoenix, Seattle, San Francisco and Tucson. The primary goal of the DRTV campaign will be to help the company expand into 50 markets by the end of 2004.

Marcum Media is currently working with Jack King of Celeb Brokers to identify a celebrity to host a new infomercial, which is expected to hit the air in early 2004.

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.