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## **PulseTV.com and Cannella Response Television Ink Online Deal**

Tinley Park, IL, March 25, 2015 – [PulseTV.com](http://PulseTV.com) and [Cannella Response Television](http://Cannella Response Television) (CRT) have joined forces to offer a daily deal featuring deeply discounted products through an innovative website display widget. PulseTV CEO, Jaffer Ali commented, **“CRT has been an innovative DRTV media company in North America for nearly 30 years. PulseTV is an e-commerce company that reaches 5 million subscribers with our deal-of-the-day delivered via email. When CRT decided to leverage their media network to capitalize on new media opportunities using our web based daily deals platform, this was a natural alliance for us.”**

CRT President Tony Besasie weighed in, **“We look forward to working with our media partners to provide them with new incremental revenue streams relating to the direct response space. We like this direct response sales opportunity because it can be automated and optimized for revenue yield. PulseTV’s expertise in offering highly attractive discounted daily deals via an adaptive display widget compliments our turnkey offerings for our media partners. PulseTV.com has a well-oiled back-end infrastructure and all of the products in-house to generate immediate sales from under-utilized web opportunities.”**

For PulseTV.com this deal with CRT represents the migration of its offers delivered via email to serving the deals via online display. CRT will work with its media partners to place a widget or banner in unused space on their websites. Ali continued, **“We see this alliance as a win:win. Media companies now have a turnkey solution to monetize previously unutilized space on their websites and PulseTV.com can present its daily deal in front of millions of new potential customers. What makes all of this work is integrating adaptive display design with inventory management and dynamic product offers. This is an innovative approach to automating fulfillment logistics, digital media and DR promotion. I am excited with this new initiative.”**

CRT and PulseTV.com will leverage the existing infrastructure for The PulseTV Deals Network™ under the name AdDrive to exclusively promote PulseTV discounted products and offers. AdDrive is specifically designed to generate incremental revenues for its media partners.

About PulseTV:

PulseTV started out selling videos via television direct response with such hits as Riverdance and Lord of the Dance. It iterated to become an online retailer that sells affordable consumer goods that harnesses the power of email marketing and video. By

combining in-house fulfillment, customer service, email deployment, video production, product sourcing and tight inventory controls, PulseTV has become one of the fastest growing online retailers in the industry and is #1554 of largest private companies on the Inc. 5000 list.

For more information and press, contact:

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About Cannella Response Television:

Founded in 1985 by Frank Cannella, the company has accumulated years of DRTV experience by working with a vast group of well-regarded and notable DRTV marketers. The company's focus on creating new media opportunities that produce sales results has propelled the agency's growth and continues to drive its success today. As the vanguard in the DRTV industry, Cannella Response Television has repeatedly brought innovation to the direct-to-consumer media space.

For more information and press, contact:

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