

Lenfest Media Group Names Senior Vice President of Merchandising

*Accomplished Direct Response Industry Leader Gary Sullivan
Will Enhance Product Sourcing Efforts*

WEST CONSHOHOCKEN, PA (October 19, 2011) – Lenfest Media Group, a leading direct marketing firm, has named Gary Sullivan its senior vice president of merchandising.

Sullivan has more than two decades of experience in the direct response industry. He joins Lenfest Media from Allstar Products Group where, as the vice president of merchandising, he played a role in launching such successful products as Snuggie®, Topsy Turvy®, Perfect Brownie®, Perfect Meatloaf®, Magic Mesh™ and Eggies™.

“We are excited to welcome Gary to our team,” said Robert Lawrence, president of Lenfest Media Group. “His expertise, relationships and experience will help us identify great consumer products and bring them to market.”

Sullivan will play a key role in Lenfest Media’s sourcing of innovative products that are suitable for direct response television campaigns. Lenfest Media’s goal is to take products developed by individuals or companies and turn them into household brands through direct response. The company’s existing products include the Alligetter™, Perfect Micro Crisper™, and the Baggler™.

“We are on a mission to launch America’s next great consumer products” Sullivan said.

Before joining Allstar, Sullivan was the Senior Director of sales and merchandising at Wine Enthusiast Companies. He has also worked at Caldor, CCM and Olympia Sports. He is a graduate of Bentley University.

ABOUT LENFEST MEDIA GROUP

Lenfest Media Group transforms consumer products into household brands through direct response television marketing and retail distribution. Lenfest Media Group is headquartered in suburban Philadelphia. Visit www.lenfestmedia.com for more information.

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