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Television's Largest Cost-per-Action Advertising Network



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MEDIA PROPERTIES HOLDINGS
I N C O R P O R A T E D

REVSHARE PARENT MEDIA PROPERTIES HOLDINGS PROMOTES THREE KEY EXECUTIVES TO CONTINUE GROWTH AND INNOVATION

Shannon Nelson, Sean King and Preston Haglin Given New Responsibilities to Manage the Increasing Growth of New Markets and Advertising Categories

NEW YORK, NY, November 26, 2012 – Media Properties Holdings, the parent company of REVShare, the TV advertising network that brings the accountability of internet advertising to television, announced today that it has promoted three executives to lead the expansion of its targeted ad sales business.

Shannon Nelson has been named Senior Vice President, Ad Sales and Sales Development of REVShare; Sean King is now the Senior Vice President of Network Sales, Media Operations and Distribution, REVShare; and Preston Haglin has become the Chief Operating Officer of Media Properties Holdings as well as President of Lead Generation Technologies, a Media Properties Holdings company.

“By expanding our core leadership team, we’re setting ourselves up for continued year-over-year growth and product innovation, as we grow our advertising product line to expand into new markets including Over-The-Top and Interactive TV,” said Brendan Condon, CEO of both REVShare and Media Properties Holdings. “Our high-caliber executive team, paired with our deep technical knowledge, gives us the right tools to continue to grow and strategically guide our clients through the complexities of an evolving cost per acquisition media landscape.”

Nelson, a five year REVShare veteran, will now be responsible for leading both the Ad Sales and Sales Development teams to help strengthen REVShare’s leadership position in the performance-based advertising marketplace.

King, in the third year of his REVShare tenure, is now responsible for helping clients maximize their media and creative distribution formats. He will also lead REVShare’s product expansion into online, mobile, Over-The-Top and Interactive TV.

Haglin, now President of Lead Generation Technologies, will help amplify and grow the business by developing lead gen offerings across the automotive, financial services, health and legal categories. Additionally, Haglin will oversee the day-to-day operations and expansion of Media Properties Holdings as its Chief Operating Officer.

“Companies of all sizes have realized that building real, true engagement with advertising is crucial to their ongoing success, and they’re turning to the REVShare and Lead Generation Technologies platforms because it allows them to quickly and easily leverage relevant targeting as it takes place,” continued Condon. “These three executive promotions will ensure our growth in 2013 and the years ahead.”

REVShare optimizes and distributes TV commercials across its national network and provides documented engagement to brands in diverse industries including health and beauty aids, pharmaceuticals, real estate, financial services, and consumer electronics. With its proprietary technology, CPA Metrics™, REVShare is uniquely able to target premier dayparts, as well as translate the efficiency of CPA schedules by delivering traditional viewership metrics. REVShare advertisers only pay for results. This allows marketers to extend their brands' ad spend more effectively, reach a much wider audience with their message, and significantly grow their sales volume.

About REVShare:

REVShare is a TV advertising network that brings the accountability of internet advertising to TV. Based in Temecula, CA and New York, NY, REVShare was founded in 1989 and is a Media Properties Holdings company (mph.tv) backed by The Carlyle Group and HIG Ventures. The company has relationships with more than 1,200 local market television stations, national cable networks, cable systems, cable interconnects, and syndicators that provide television time to REVShare clients on cost-per-acquisition (CPA) results basis. With a customer-oriented team, proven client results, state-of-the-art technology and marketing know-how, REVShare continues to lead the industry in the evolution of television advertising models for the next generation of convergence and interactivity. For more information on REVShare, visit www.revshare.com.

About Lead Generation Technologies:

Lead Generation Technologies, a division of Media Properties Holdings, provides unique access to the power of national television and radio campaigns while allowing companies to bypass the traditional barriers of entry into this dynamic advertising space. Clients can skip the traditional production fees, distribution costs and daunting media risk of offline advertising and leave the heavy lifting to Lead Generation Technologies' team. Lead Generation Technologies builds brands that power lead gen success. Lead Generation Technologies includes the following brands: The Relion Group, Tax 10,000, Mortgage in 15 Minutes and Repair Defender. For further information, please visit www.leadgenerationtech.com.

About Media Properties Holdings:

Media Properties Holdings (MPH) manages and owns an array of media companies that provide media buying, creative, lead generation and CPA TV advertising and is backed by The Carlyle Group (www.carlyle.com) and HIG Ventures' HIG Growth Partners (www.higventures.com). Our companies are leaders in their sectors and are run by seasoned experts in their industry. MPH companies provide advertising solutions across a variety of industries including legal, health care, fitness, financial services and automotive. We provide full-service advertising solutions as well as a suite of independent offerings through each MPH-owned company. For more information, visit www.mph.tv

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