



**Active Response Media**  
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# Active Response Media Changes the Landscape of Desktop Delivery

**BroadCast DeskTop EX and RSS unveiled that bring desktop delivery communication to the masses.**

FONTANA, California—June 11th, 2007—Active Response Media today announced new products offerings the BroadCast DeskTop RSS and the BroadCast DeskTop EX, that round out their desktop delivery communication programs. The BroadCast RSS is an entry level desktop delivery system that utilizes an RSS channel to provide information directly to subscribers desktop. “The BroadCast DeskTop RSS is an approach to desktop delivery that makes communication with customers and donors extremely cost effective and easy to manage”, states John Ramirez, Active Response Media’s CEO.

On the opposite end of the spectrum is the full featured BroadCast DeskTop EX that builds on the BroadCast DeskTop LE and incorporates multiple RSS channels and multiple BroadCast channels. The EX is complete desktop target marketing system that allows companies and organizations with multiple product / service offerings to market and segment based on customer preferences, answers to survey questions, activity, click-thrus and additional parameters. The online management interface allows for segmentation not only of customers but of the management users responsible for marketing. “The EX allows companies to have multiple marketing messages segmented by department, location, product or service as well as have global messaging capability. Marketing is often handled by different groups or departments based on a product or service and these individual marketing groups need access to send messages independently of other groups. The EX provides a single media vehicle to allow for the complex messaging situations of multiple marketing groups”, states Ramirez.

Active Response Media was formed in 1998 with a single goal of improving customer relationship communication by providing cost effective innovative solutions. Active Response Media started the desktop marketing and delivery revolution with the introduction of the BroadCast ScreenSaver and the BroadCast Message System and introduced the world to ProvenView technology. With the success of the BroadCast ScreenSaver, Active Response Media expanded its services into Loyalty Programs, Scheduling Programs and added the BroadCast DeskTop series of desktop delivery software to its growing line of products.

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