



**Two Twelve Direct, LLC Names Don Raddatz  
EVP/Partner**

***Innovative alliance fosters non-traditional media expansion, multi-channel implementation product development & strategic agency growth***

Scottsdale, AZ, February 22, 2013 - Two Twelve Direct, LLC, Direct Response Marketing & Media agency, has named Don Raddatz as Executive Vice President & Partner.

Raddatz, brings to Two Twelve Direct a broad direct marketing background with expertise in product development, account management, campaign logistics, media buying and multi-platform distribution.

"As the direct response landscape is rapidly evolving we are aligned with the idea of change. We are thrilled about this alliance as Don brings tools & intellectual property essential to our agency's vision of growth and evolution. He is widely respected and understands every aspect of the industry and where it's headed - - logistically & politically"

Raddatz worked as Media Director for AMS Direct overseeing the in-house media buying team and managing the marketing company's media planning & buying needs. He most recently spend more than 10 years as Director of Media for Thane International managing media & logistics for hundreds of direct-to-consumer products & campaigns.

Two Twelve Direct, LLC is a fully integrated direct response media agency based in Scottsdale, Arizona. We provide expertise with special emphasis in campaign evaluation, positioning, development and media management.

We are focused on maximizing our resources to promote synergy between product marketers and direct marketing vendors. By implementing results oriented strategies, we mold profitable media campaigns.

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