



For Immediate Release

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Marcelino Miyares, VP and Director of Mercury in Espanol, Receives Electronic Retailing Association Volunteer of the Year Award

(Santa Monica, CA) September 19, 2013 – Mercury Media, the largest independent online and offline performance marketing agency in the country, is pleased to announce that Marcelino Miyares has been named ERA Volunteer of the Year by the Electronic Retailing Association. Miyares is Vice President and Director of Mercury en Espanol.

He will be honored at the Moxie Awards Gala on Thursday, September 26, 2013, 7:00 p.m. – 9:30 p.m., at the 2013 ERA D2C Convention at the Wynn Hotel, Las Vegas.

“Marcelino Miyares was selected as this year’s recipient for his outstanding leadership of ERA’s U.S. Hispanic Council. We applaud his efforts in revitalizing the group and encouraging ERA’s Hispanic community to more deeply engage through ERA membership and participation,” says ERA President and CEO Julie Coons. “In addition, this accolade exemplifies Marcelino’s commitment to the association by inspiring fellow committee members and industry colleagues to promote ERA’s tremendous value.

“This is the first time that I have served as a volunteer in an industry trade organization, said Miyares “Although I have been a frequent presenter at ERA conferences for the past several years, being the chair of the U.S. Hispanic council has given me the opportunity to serve our industry. This award is a real honor to me personally. But in addition, it represents a validation of what the Hispanic market can mean to this industry. I look forward to continuing to serve this community.”

A leading authority in this market, Miyares has published many articles, blogs, and webcasts related to Hispanic marketing for over a decade. Over the course of his career, he has

leveraged his extensive expertise to launch various successful marketing services and non-traditional media companies focused on the multicultural marketplace .

About Mercury Media

Mercury Media is the largest independent, full service direct response media agency in the country, headquartered in Santa Monica, California with offices in Marlboro, Massachusetts and Philadelphia, Pennsylvania. The agency was the first in its industry to launch the first full service Hispanic direct response specialty practice, Mercury en Español, in 2009. Established in 1989, Mercury Media specializes in long form, and short form direct response advertising and is committed to providing its clients with best-in-class measured media solutions across multiple platforms to achieve their strategic objectives and maximize their return on investment. By leveraging its unparalleled experience in direct response media and cutting edge analytics, the agency develops and executes innovative media campaigns that deliver superior results. For additional information regarding Mercury Media's clients, services and expertise please visit: www.mercurymedia.com. For original articles, please visit The Mercury Index Blog at www.mercurymedia.wordpress.com. Follow us on Twitter: www.twitter.com/mercurymediadr.

About the Electronic Retailing Association

Representing a more-than \$300-billion market, the Electronic Retailing Association (ERA) is the only trade association that represents the global leaders of the direct-to-consumer marketplace—companies which use the power of direct response to sell goods and services on television, online and on radio. ERA's members practice a sophisticated and accountable marketing methodology, leveraging video and audio to compel a direct and measurable response.

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