

Mr. Branimir Brkljac
President
STUDIO MODERNA
Slovenia

Branimir Brkljac is partner and executive vice president of STUDIO MODERNA, the largest electronic retailer in Central and Eastern Europe, operating in 16 countries and covering the combined market of 250 million people. In the early 1990s, Brkljac was an important contributor to the introduction and establishment of modern direct response television in this region. Currently, he is responsible for managing over 60 hours per day of direct response air time on almost 50 television stations. In addition, he is a widely recognized expert on direct response television in the region.

Alexander A. Chacón
President
European Home Shopping
Spain

European Home Shopping is a Home Shopping Channel, and an infomercial and shortform DRTV producer and distributor.

Alexander A. Chacón founded European Home Shopping over 13 years ago after having worked as an investment banker and attorney.

He is a graduate of the Harvard Law School and New York University. Alex has been a member of ERA since 1993. He lives in Madrid and is married and father of 2 children.

Gilles Labouyrie is Vice President Marketing & Merchandising at Home Shopping Service France.

After a 15 year career in the retailing industry, Labouyrie joined the TV shopping industry in 2000 to to serve as executive vice president in charge of merchandising and marketing for the Home Shopping Service company. With operations in France, the Netherlands and Switzerland, as well as distributors in the French Caribbean and Morocco, Home Shopping Service is the leader of multi-channel TV shopping in French speaking countries. Gilles Labouyrie also helped establish ERA Europe and has chaired its first-ever board of directors from June 2003 to June 2006 After one year off the Board he is willing to serve again as a Director of ERA EUROPE.

Lara Pennington

Home Shopping & Merchandising Director
Shopo – Grupo Planeta
Spain

Shopo is the Home Shopping division of Planeta Corporation, a Spanish multi national Media & Communication group whose key distribution channels include DRTV (spots, infomercials, windows), Retail, Internet, & Press.

Lara Pennington has been involved in the DR industry for over a decade, (Industex, Hachette, Planeta) managing various International Media & Marketing aspects of the business.

She has been living in Barcelona since 1993, has a Degree in Media & Business Management and a Master in Direct, Relationship & Interactive Marketing.

John Bramm is the CEO of TV Networks Ltd in the United Kingdom

Growing up with an English boarding school education and graduating with a BA Hons in English Literature, John Bramm started his career in the television business in the Eighties as a News Reporter in Canada. In his 20's, Entrepreneur Bramm built a successful video business followed by a move to the USA. After discovering the Direct Response industry in Los Angeles in 1995, Bramm moved back to Toronto ultimately overseeing the North American business of the Interwood Marketing Group. In 1999 Bramm moved to the UK, where together with his partner Reiner Weihofen and his wife Kym, launch Interglobal International. A year later, he founded Vector Direct in the UK where he built the B to C company into a market leader at that time. After a failed MBO of Vector, Bramm started TV Network Limited which once again Bramm has grown to be the market leader, building upon his unique philosophy to exploit multi channels opportunities always with the view of giving the customer the best possible shopping experience while building brands. Last year, TV Network expanded into his native Canada.

Rodrigo Cipriani
Managing Director
Mediashopping Spa
Grupo Mediaset
Italy

Mr Cipriani joined the Mediaset group in 1998, after 18 years of experience in the media and advertising industry, including the Managing Director position at Double Klick Italy. Rodrigo Cipriani started to develop the Teleshopping activities of th Mediaset group under the brand Mediashopping.

Michael De Vere is managing Director of 2B on TV (Media) Limited in the United Kingdom Michael worked for 10 years in the media departments of two major American owned agencies, Masius Wynne-Williams and Benton and Bowles. The two companies merged in 1985 causing Michael and three other senior executives to break away and establish a new and independent media planning and buying operation – Ray Morgan and Partners. Clients that Michael worked with during that time included many large blue-chip companies: Johnson Wax, Pedigree, Hiram Walker Allied Vintners and Kraft General Foods. This became the fastest growing media company in the UK with turnover increasing from £30m to £100m + within three years. The company was then bought by Saatchi and Saatchi to enable them to create and manage the launch of Zenith Media, which was, by launch, the largest media company in the UK with billings of £500m+.

In 1991 Michael left to form a new direct response media company allowing him to regain a more hands-on approach to media. During the 1990's this company was responsible for pioneering many aspects of direct response in both the UK and Europe.

Andrew Fryatt (44) is Chief Executive of Ideal Shopping Direct Plc, the UK's leading independent TV shopping business. A graduate of Queens' College, Cambridge, where he read economics, he began his business career with Mars, before moving into retailing with Woolworths in 1991. He joined Tandy UK in 1996 as Marketing and Buying Director, becoming Managing Director in 1997 and later, after its acquisition by Carphone Warehouse in 1999, he was appointed Chief Operating Officer with responsibility for all Carphone Warehouse UK central operations, as well as the Tandy and Techno chains. He then joined T-mobile where he was MD of their retail division, successfully integrating their purchase of a chain of stores into the network. He joined Ideal Shopping Direct as Chief Operating Officer in 2004 and became Chief Executive in September 2005.

Ideal Shopping Direct Plc is quoted on London's AIM market, and operates 1 live channel (Ideal World) on satellite, cable and digital terrestrial, and 2 pre-recorded channels (Create

and Craft and Ideal Vitality) on satellite, as well as 3 transactional websites. 2006 turnover was £85m, with a net profit of just over £6m. The Company is based in Peterborough, UK, and employs just over 500 employees. Andrew is married, with one son, and lives in Oundle, Northants, UK.

David Lancelot is General Counsel at QVC UK

David is responsible for Legal and Government Affairs at QVC UK in London.

He has been involved with QVC UK since January 2004 when he was brought in to start up and manage the QVC UK in-house Legal Department. David is responsible for QVC UK's government lobbying efforts and the provision of legal strategy and advice. He advises on areas as diverse as the negotiation of high value procurement agreements, advertising standards compliance, broadcast licensing, new media services, and distance selling. David also manages QVC UK's external advisor panel.

David has previously worked at Baker & McKenzie in London as well as Magex Ltd., a digital rights management startup. He is a member of the New York and Florida Bar as well as a practicing member of the Law Society of England and Wales. David holds an LLM in Information Technology and Communications Law from the University of London, a J.D. from the University of Florida and a B.A. Political Science (Hons) and B.Sc. Psychology (Hons) from the University of Florida.

Manos Markakis
General Manager
Telemarketing SA
Greece.

Telemarketing SA has been the leading multichannel retailer in Greece for the past 19 years. Manos Markakis is one of the founders of the company and was the first to start Teleshopping programs on the Greek TV. His previous experience after getting his MBA in Fairleigh Dickinson University of New Jersey was in managerial positions of the advertising and commercial departments of multinational companies like Coca Cola, Lowenbrau, General Foods. Since 1987 he is the General Manager of Telemarketing SA and in the last year a board member of the local Direct Marketing Association.

Dr. Julian Oberndoerfer is Vice President Media Law, Media Politics & Distribution at Home Shopping Europe GmbH & Co.KG (Germany)

In 2001 Julian Oberndörfer started working for the first German shopping Channel HSE24 (on Air since 1995 formerly under the brandname H.O.T.) as project Manager for implementation of iTV. Soon he became head of distribution and beginning 2005 he took over the department for Media Law, Media Politics and Distribution.

Julian is currently Chairman of the the working committee for independent special interest and teleshopping channels, within the German TV-Channels Association called "VPRT" , representing 10% of the german TV Market and was nominated member of the TIM-Committee of the German AmCham..

Prior to working in the Shopping industrie, Julian first practiced law @ the law firm Kraske Härtel. He has also worked for the Deutsche Bank.

Julian is graduate of Ludwig-Maximilians-University and holds a PHD from TU Chemnitz

Klaus Parchent is Senior Company Lawyer at QVC Deutschland Inc. & Co KG
Klaus Parchent has been serving ERA EUROPE as a member of the Government Affairs Committee since 2005.

Since 2003 he leads QVC Germany's Legal Department dealing with all possible kinds of legal issues within the German and International Teleshopping market.

Before joining QVC Klaus worked as a lawyer specialised in corporate and economic issues and was member of the board/managing director of a small group of start-ups within the e-Learning sector.

Mike Wells co-founded Dolphin Television Ltd in July 2002. The Company currently has 22 employees and specialises in selling commercial airtime, under contract, on behalf of digital broadcasters in the UK, as well as being a broadcaster in its own right. A large part of Dolphin's business relates to the sale of long and short-form teleshopping windows on over twenty UK channels to a variety of teleshopping advertisers. Prior to setting-up Dolphin Television Mike was Media Director at Best Direct, responsible for managing the Company's media buying in mainland Europe and the UK.

Mike was an original member of the BTSA and has subsequently served on the ERA's government affairs committee and, later, on the Board of the ERA UK chapter.

With over ten years experience in both buying and selling teleshopping airtime in the UK and mainland Europe, Mike is well placed to make a real contribution in helping ERA Europe achieve its objectives.

Richard Whinfrey is CEO of The Maverick Consultancy, which provides international sales, marketing and representation services to Product Owners, Distributors, DRTV companies and Shopping Channels. He entered the DRTV business 17 years ago as the first managing Director of Quantum Television Marketing, Ltd.. Together with Kevin Harrington, Whinfrey aired the first infomercials ever shown on European television. As television shopping developed, Whinfrey played an important role in industry negotiations with UK and European regulators, helping to establish the regulatory framework within which the industry now operates. Richard Whinfrey has served as an ex-officio member of the ERA board of directors and as chairman of the ERA European Council. He is the current chairman of ERA UK /The British Television Shopping Association, serves on the ERA Europe board of directors and is Co-Chairman of the Government Affairs Committee.