

2008-2009 ERA EUROPE'S DIRECTORS BIOGRAPHIES

Chairman of the Board

Alexander A. Chacón

President
European Home Shopping
Spain

Alexander A. Chacón is President & CEO of European Home Shopping (EHS) a media company based in Madrid, Spain. EHS produces a 24 hour home shopping channel which is offered to over 12 million households via satellite, cable and broadcast stations. EHS owns a network of broadcast television stations, cable systems and leading online properties in Spain. EHS is also one of the leading infomercial and short form distributors. Prior to founding EHS fifteen years ago, Mr. Chacón was employed by investment banks and international law firms pursuant to graduating from the Harvard Law School and New York University.

Treasurer

Gilles Labouyrie

Managing Director
EeZee Marketing
France

Before founding his Direct Response & Business Development consultancy in 2008 , Gilles was 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.

Directors

Amber Blake

General Counsel
QVC
United Kingdom

Amber Blake joined QVC UK in June 2008 as General Counsel and Head of Government Affairs (UK). She is responsible for legal strategy, managing QVC UK's Legal Team and the company's government lobbying efforts. As well as negotiating high value contracts with suppliers, Amber is responsible for ensuring compliance with consumer protection legislation, distance selling rules and advertising standards in a manner that allows the business to maximise opportunities.

Amber was previously Senior Counsel (Commercial) at Coca-Cola Enterprises Limited where she headed up the commercial legal team in Great Britain and developed an expertise in competition law. Amber holds an LLB (Hons) from the University of Bristol and Post Graduate Diplomas in European Competition Law and Economics in Competition from Kings College, London

John Bramm

CEO
TV SHOPPING Direct Ltd
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.

Catherine Daniel

Client Services Director
Simply Media TV Ltd

Catherine has worked at Simply Media for 7 years and is currently their Client Services Director, working on the digital communications strategies for a number of high profile brands including Boots, i-village, MSN, British Hockey and Borders, providing consultative services on everything from creative and marketing to technical and commercial solutions.

She has over 10 years experience of working on the commercial side of television, with specialist DR experience gained through her roles at Flextech, Sit-Up and the Simply group of

companies. She was part of the Flexech team that launched the UK's first "all selling" channel and has been instrumental in bringing the infomercial format to the UK.

Catherine combines strong commercial acumen with impressive industry contacts.

Andrew Fryatt

United Kingdom

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.

Andrew Fryatt left this position end of September 2008

Andrew is married, with one son, and lives in Oundle, Northants, UK.

Ed Hall

CEO

Canis Media Ltd

United Kingdom

Chairman and Chief Executive of the Canis Media Group (www.canismedia.com) since 2001, a broadcasting company that launches and manages television channels from shopping to entertainment in the UK and overseas. In 2005 the company sold its own shopping channels, but the company remains at the heart of the television shopping industry providing advice and commercial services to a wide range of clients

Prior to founding Canis, Ed established and ran the company that launched the 'Simply' group of channels. He has been a director of an LSE-listed media company and is well-known as an entrepreneur in digital and broadcast media. He is also a non-executive Director of TSI Broadcast, a London-based broadcast media facilities business (www.tsibroadcast.com).

Before moving into the business side of broadcasting Ed was a reporter and producer for the BBC, Channel 4, Thames Television and various newspapers and magazines.

Educated at Christ's Hospital School in Sussex, and Britannia Royal Naval College at Dartmouth, Ed now lives in London and Oxfordshire.

Manos Markakis

General Manager
Telemarketing SA
Greece.

Telemarketing SA has been the leading multi channels 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.

John Mills

Chairman
John Mills Ltd
United Kingdom

John Mills is Chairman of John Mills Limited (JML), a company which has specialised in selling products which require promotion at the point of sale since its formation in 1986. John's connections with promotion products goes back further than this, however, indeed to 1962, when he was first involved in consumer exhibitions. Over the years since then, he accumulated a substantial amount of manufacturing experience before starting to concentrate in the late 1980s first on in store video promotions and then some years later on direct response advertising as the DR industry got fully under way. In addition to his business experience, John spent thirty five years as an elected Councillor, operating at both local and national level, and he has written seven books, generally on subjects to do with economics, His main interests are his family, aviation, classical music, tennis, cinema, opera and theatre. John is based in London, but he and his wife own a house near Avignon in the South of France.

Bernard Nennig

Deputy Managing Director
EUROSHOPPING – TF1
France

Bernard Nennig has worked at TF1 for 8 years; he is currently in charge of the development of Euroshopping a leading French DRTV company. Euroshopping belongs to the Teleshopping group. Teleshopping was founded by TF1 in 1987; it is now a major multi-channel company, with daily show on TF1, printed catalogue, website, stores and mobile shopping.

Launched in 2005, Euroshopping is broadcasting on TMC, RTL9, NT1 and Eurosport. Bernard is also the Deputy General Manager for purchasing and logistics of the Teleshopping Group, he has over 20 years experience on commercial, purchasing, logistics and customer sides. Before joining Teleshopping - TF1, Bernard was the purchasing manager for non food products in hypermarket's companies in France like the Cora and Casino groups. .

Dr. Julian Oberndoerfer

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 TIMCommittee 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

Lara Pennington

Home Shopping & Merchandising Director
Shopo – Grupo Planeta
Spain

Planeta is a leading Spanish media & communication group, with a presence in over 25 countries, it is also the leading publishing group in Spain and Latin America.

Shopo is part of Planetas Home Shopping & e-commerce Division, which also includes Planeta Directo, ShopinMas, MuchoViaje, DVDGo, OJ Games ...

Lara has been involved in the DR industry for over a decade, (Industex, Hachette, Planeta) managing various international media & marketing aspects of the business.

As Chair of ERA Europes Communication Committee, Lara leads the "Ministry of Fun", which organizes social events with fun, business networking opportunities.

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

Eivind Schakt

CEO
Studio Moderna
Slovenia

With over 170 hours of TV shopping programming across 154 public and commercial TV stations daily, and an audience of 400 million people, Studio Moderna is the largest direct response marketing network in Central & Eastern Europe. Formed in Slovenia in 1992 it is present in 20 countries across CEE and its companies include the Top Shop chain of TV, Internet and walk-in stores; the Dorneo, Kosmodisk, Rovus and Bigfish brands; Linea Directa Communications customer management centres; fulfilment centres; in-house creative agency, and other affiliated services. Prior to joining Studio Moderna, Eivind was Managing Director of MTG HomeShopping consisting of the TV-Shop and CDON group, member of the MTG Operational Board and part of MTG Executive Management.

Mike Wells

Deputy Managing Director
Dolphin Television Ltd
United kingdom

Mike 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, on the Board of the ERA UK chapter, and has been elected Chair of ERA UK, June 22, 2008

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 and ERA UK achieve their objectives.

Immediate Past Chairman

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.

Ex-Officio Director

Marcel Avargues

Executive Director
ERA EUROPE

Founder & Director
Quartile Consulting
France

Marcel Avargues has been Executive Director of ERA EUROPE , the Electronic Retailing Association's European Affiliate since 2004 . He had run the European Activities of ERA since January 2001.

An internationally-recognized Distance Selling & DM expert and international business development consultant (he founded Quartile Consulting in december 2000) , Marcel Avargues's marketing and management spans three decades. He was for 5 years (1987-1992) the director of marketing & international development for COREF (now Experian France,) a

Marketing Modeling, Quantitative Analysis & Geomarketing leader in Europe, and from 1992 to 1998 managing director of Hachette Livre/Grolier Direct marketing division. Most recently from 1998 to 2000, Marcel was the Marketing Vice President , in charge of Direct Marketing Services of Correo Argentino, National Postal Services, in Buenos Aires.

Marcel spent 3 years in the USA , in the late 1980s , as vice president, Market Planning and Finance for the Direct Marketing Association in New York.