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News Release

Direct Effect Media Services introduces the Dynamic Zones "Power Files".

Carlsbad, CA, March 30, 2010: Direct Effect Media Services, Inc. today announced the introduction of the Dynamic Zone's Power Files. These opt-in email lists comprise the most frequent visitors to the Zones who have also purchased development tools, extensions, tutorials, e-books and/or premium content.

The Dynamic Zones Network of sites reaches web designers and web developers who are creating advanced, feature-rich web sites for their companies and their clients. They come to the "Zones" to share their knowledge, stay on top of new technologies, learn advanced skills, purchase extensions and e-books, and much more.

"These lists are the top users on our sites," said George Petrov, owner of Dynamic Zones International as well as the individual sites: DMX Zone, FL Zone (Flash), and DN Zone (.Net). "We expect advertisers to get a much better return on investment with these list products not only because we have pulled out our most loyal users from the opted-in newsletter lists, but also because we have changed the structure of how we deliver and price these lists," he said.

In order to limit the amount of emails received by these "power users", the lists will be limited to one mailing per week from a single advertiser. Since the order size has been raised to the total list universe pricing has been structured on a flat-fee basis rather than per thousand. This change, as well as the improved composition of the lists, will increase advertiser ROI.

For questions, usage history, or to order, contact Bernie Ryan at Direct Effect Media Services or your list broker.

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For Immediate Release