

**CONTACT:** Alain Bransford, President & CEO  
(310) 449-4506 x350

[alainb@williamsworldwidetv.com](mailto:alainb@williamsworldwidetv.com)

Caitlin Cooper, Marketing Coordinator  
(310) 449-4506 x230

[caitlinc@williamsworldwidetv.com](mailto:caitlinc@williamsworldwidetv.com)

**WILLIAMS WORLDWIDE TELEVISION ANNOUNCES THE ADDITION OF  
MARC MCVEY AS DIRECTOR OF INTERNATIONAL SALES**

**Santa Monica, CA December, 2008** – Williams Worldwide Television (WWTV), announces the addition of Marc McVey as Director of International Sales. Marc’s responsibilities will include managing Williams’ key network of distributors in Latin America and Asia as well as evaluating current sales growth and market influences across the global markets in order to continue maximizing product sales across all product categories.

Marc brings to Williams a firm understanding of the ever-changing international marketplace, vast knowledge of the industry, and solid relationships across the globe. Having worked in the direct response market for many years, he understands the uniqueness of this market thoroughly.

“I am excited about joining the team here and I look forward to adding to the success of Williams Worldwide Television as we expand the global reach of our products for our clients and our distributors,” says Marc McVey.

Prior to joining Williams, Marc consistently developed new and efficient sales strategies while working with household brand names such as SpaceBag and FoodSaver. The experience, commitment and enthusiasm he brings to WWTV herald greater successes to come.

“I am very excited to have Marc join our team. His vast understanding of international sales coupled with his strong commitment to superior customer service is very much in line with the William’s philosophy and will fit well into our company as we continue to grow our worldwide business.” says Alain G. Bransford, President & CEO of Williams Worldwide Television.

**About Williams Worldwide Television:**

Williams Worldwide Television is a global leader in Direct Response Marketing and International Distribution. WWTV has a 15-year history in the industry and consistently brings the best products at the best prices to distributors in Europe, Asia, and Latin America. Product categories include fitness, kitchen/housewares, pet care and health & beauty. WWTV’s Media UNO program contracts exclusive yearly media contracts with some of the regions best cable

media, like Discovery, AXN, Animal Planet and The History Channel. WWTV's extensive DRTV background and track record with global sales has established the company as a powerhouse in the international community.

For more information on WWTV, please contact us or visit: [www.williamsworldwidetv.com](http://www.williamsworldwidetv.com)