



Lenfest Media Group Launches International Search for Next Great Consumer Product

Discovery Day Comes to Philadelphia on June 22

WEST CONSHOHOCKEN, PA (May 9, 2011) – Lenfest Media Group, a direct response marketing firm, will welcome inventors to the National Constitution Center on June 22 for its first Discovery Day as part of an international search for the next consumer product.

Inventors can submit product ideas to Lenfest Media at the Discovery Day website (www.LenfestMediaDiscoveryDay.com). Lenfest Media representatives will review submissions and invite select inventors to Philadelphia to present their product to a panel of direct response and product development experts.

“We know the next great consumer product is out there,” said Andy McKinley, vice president of strategy and business development for Lenfest Media. “We never stop believing in inventors and encourage inventors to never stop believing in themselves.”

Lenfest Media transforms consumer products into household brands through direct response television marketing and retail distribution. The company hopes to discover products that are suitable for short-form direct response advertising and sales through retail outlets. McKinley said Lenfest Media looks for products that are unique, have mass market appeal and solve a common problem. Products should also be easy to explain and sell for about \$20.

“A successful direct response product has to immediately capture someone’s attention,” McKinley said. “There is an ‘a ha’ moment when a product connects with a consumer. It’s that product that we hope to discover on Discovery Day.”

Inventors will be given 5 minutes to sell their product to the judges on Discovery Day. If the judges like the product, Lenfest Media will look to license the product from the inventor and bring the product to market through direct response television and retail sales.

The direct response industry is a more than \$300-billion-a year industry, according to the Direct Marketing Association. Lenfest Media is a key part of the industry through its product development and through independent broadcast station WMCN, a sister company, that airs direct response programming to 2.6 million households in the Philadelphia region.

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