

Contact:

Kathleen Rennie

908-851-0804

Kathleen@themcgrawgroup.com

**AUDIOVISUAL & SATELLITE INDUSTRY LEADER ADDS
ACCOMPLISHED DIRECTOR AND PRODUCER TO PRODUCTION STAFF**

Parsippany, NJ, January 2010 – Advantage Broadcast Solutions (ABS), the audiovisual and satellite industry leader located in Parsippany, NJ has welcomed Don McSorley to its production team as a full-time director. In addition, Jack Roberts, an accomplished producer has joined ABS as a Studio Producer.

McSorley brings ABS over 20 years of national talk show experience, directing programs for talents such as Geraldo Rivera, Montel Williams and Maury Povich, as well as a wide variety of news, information, and direct response programs, including The Wall Street Journal Report for Dow Jones, and Nick News Special Editions.

Roberts successfully ran his own film production company and worked as a Producer/Director for Mars Needs Film and Brand Cinema, producing and directing commercials for major national and international brands.

ABS, a select satellite division of Event Support Services (ESSRx), offers high definition broadcasts in suites within well-appointed private dining rooms at over 100 Ruth's Chris Steak House and Mitchell's Fish Market restaurants across the country, making it easier, more cost effective, and more environmentally sound for professionals who are geographically dispersed to conduct business, train, launch, motivate, announce and reward.

“In this challenging economy and amid green business mandates, satellite meetings are a viable alternative to meeting in person,” said Doug Mack, President of ESSRx, the parent

company of ABS. “The sophistication, capabilities and flexibility of today’s satellite productions require innovative directorial and production know-how. Don and Jack deliver this. We are pleased to have them on our team.”

As Director, McSorley will direct ABS’ state-of-the-art studio production and professional broadcasts, as well as manage the studio crew. As Studio Producer, Roberts will manage all the in-studio elements associated with complete state-of-the-art studio production and professional broadcasts. All the technical and moving parts of pre-production, production and post-production are seamlessly coordinated and proficiently executed, delivering a turn-key solution to ABS clients.

For more on ABS, visit essrx.com.