

## BRIEFS

### ■ MTI USES SHELF TALKERS

MTI Home Video is having its retail partners use "shelf talkers" – MTI-specific cards pointing to DVDs – to showcase product. Dozens of MTI's accounts have signed on, the company said.

Larry Brahm, president of MTI Home Video, said the retailer response has been "phenomenal." The first titles included in the marketing plan are *Last Request*, *Valentina's Tango* and *The Planet*.

– Chris Tribbey

