



NEWS RELEASE

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Specialized Marketing Services is Named a Finalist in the Prestigious 2007 American Business AwardsSM

SMS is Recognized for its Design Ingenuity and Creative Execution

IRVINE, Calif., May 30, 2007 — Specialized Marketing Services, Inc. (SMS), a full-service, integrated direct response marketing company, today announced that it has been named a finalist in the renowned 2007 American Business Awards. Recognized for its innovative design and development of a Hygienist School Dimensional Kit for SheerVision, a leading provider of advanced proprietary surgical loupes and light systems for medical professionals, SMS is a contender to receive a prestigious “Stevie” in the Advertising/Design Craft & Technique category. The highly successful program assisted SheerVision in reaching its objective of becoming the “sole vendor” of optical products within

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university dental hygienist programs. The customized, interactive and highly creative kit developed by SMS delivered broad, positive awareness that has led to increased sales opportunities for SheerVision.

Hailed as “the business world’s own Oscars” (New York Post, April 27, 2005), The American Business Awards are the only national, all-encompassing awards program honoring great performances in business. Stevie Award winners will be announced during the annual gala on Monday, June 11 at the Marriott Marquis Hotel in New York City. More than 700 executives from across the U.S.A. are expected to attend. The ceremonies will be videocast on the Internet and broadcast on radio, and hosted by Larry Wilmore of TV’s *The Daily Show with Jon Stewart*.

“Being singled out as a finalist for another Stevie Award is truly an honor and one that recognizes the SMS team’s superior creative execution and strategic direct marketing expertise,” said Gloria Robbins, Founder and CEO of Specialized Marketing Services. “This recognition reflects the company’s caliber of excellence and dedication to developing top-notch programs for our clients as we continue to expand our industry reach and range of services to support a broader market.”

More than 2,000 entries from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories. Finalists were selected by business professionals nationwide during preliminary judging held from April through early May. Members of the Awards’ Board of Distinguished Judges & Advisors will select Stevie Award winners from among the finalists.

“Being named a Finalist in The American Business Awards is an important achievement,” said Michael Gallagher, founder and president of The Stevie

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Awards. “It means that independent business executives have agreed that the nominee is worthy of national recognition. We congratulate all of the Finalists on their achievement and wish them well in the competition.”

Details about The American Business Awards and a full list of finalists in all categories are available at www.stevieawards.com/aba.

About Specialized Marketing Services (SMS)

For nearly 20 years, SMS has proven itself as an award-winning leader in developing and executing direct marketing programs that drive lead generation and customer acquisition, boost customer retention and loyalty, and effectively launch products utilizing multiple direct channels. To assure optimum effectiveness, all programs are measurable to provide real and reportable quantifiable results. The unique SMS approach to marketing builds business opportunities for its clients while maximizing their brand equity. To learn more about SMS and its successful customer programs, please go to www.teamsms.com.

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