



## NEWS RELEASE

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### **Three Specialized Marketing Services' Packages are Selected as Finalists in the 2007 Mailing & Fulfillment Service Association Awards**

*The Client Promotional Packages Developed by SMS are Acknowledged for Creative Excellence in Direct Mail Design and Delivering Outstanding Quantifiable Results*

**IRVINE, Calif., May 30, 2007** — Specialized Marketing Services, Inc. (SMS), a full-service, integrated direct response marketing company, today announced that three of its direct mail packages were chosen as finalists in the 2007 Mailing & Fulfillment Service Association (MFSA) Awards. The direct packages were selected for their design excellence and superior return-on-investment results in two MFSA Award categories: the Henry Hoke Sr. Award and the President's Plaque. The annual MFSA Awards have a tradition of honoring quality and innovation in the mailing service industry. Winners will be announced at the awards ceremony on June 15 at the Westin Horton Plaza in San Diego, California.

Two SMS packages are finalists for the distinguished MFSA Henry Hoke Sr. Award which recognizes the best single-piece mailing for a client. The first of the two packages up for the Henry Hoke Sr. Award is a Demand Generation Dimensional Kit created for broadcast industry software developer Bitcentral. The creatively-intrusive Bitcentral package clearly accomplished the objective of building awareness and securing sales appointments that have the potential to substantially increase the company's revenue. The second Henry Hoke Sr. Award finalist package is the 2007 Travel Planner Catalog SMS developed for the travel company, Pleasant Holidays. This direct mail program has performed extremely well in the first months of the promotional period, already providing a good rate of return on the money Pleasant Holidays invested in the catalog and driving year-long bookings.

The MFSA's President's Plaque is given as an award for excellence in multi-mailing campaigns. The package that was named a finalist for this MFSA award is comprised of a successful series of four themed-based travel catalogs SMS developed for Pleasant Holidays. This highly successful multi-mailing campaign resulted in an increased revenue booking rate, renewed revenues from the company's past customer base and yielded substantial return on every dollar invested in the program.

"SMS is proud of its long history of MFSA award-winning programs. With the hard work, strategic thinking and strong creative talent of our SMS team, we continually strive to achieve the same high level of recognition and success for all our client's programs," said Gloria Robbins, Founder and CEO of Specialized Marketing Services. "As the company continues its growth and expands its reach and range of integrated products and services, receiving this type of recognition highlights the caliber of direct response and creative excellence at SMS and demonstrates what the company can do for an even broader range of clients."

MFSA, a national trade association for the mailing and fulfillment services industry, provides educational and networking opportunities for members as well as financial and operational benchmarking, and industry and postal news and information. Each year, MFSA members are invited to enter their best work in 10 categories that focus on promotion and management. The promotional awards recognize concept, copy, design, printing, and overall effectiveness of direct mail promotional pieces. The management awards recognize the use of quality management practices and creativity in the workplace. For additional information, please visit the organization's website at: [www.mfsanet.org](http://www.mfsanet.org).

### **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](http://www.teamsms.com).

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