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Specialized Marketing Services Inc. Continues it's Growth

***Clarke Beauchamp Joins SMS as V.P. Business Development
Doug Sprague Named V.P. Strategic Development***

SANTA ANA, Calif., July 29, 2008 — *Specialized Marketing Services, Inc. (SMS), a direct response marketing company, continues to grow into its new Santa Ana headquarters, recently adding **Clarke Beauchamp as Vice President, Business Development**, to its team and appointing **Doug Sprague as Vice President Strategic Development.***

Beauchamp has a 20 year track record of senior sales leadership with several national media companies; most recently as Vice President, Sales for Freedom Communication's Specialty Publications Group. "I'm excited to be joining a team with such a track record for growing the business of many of America's top brands," said Clarke Beauchamp, V.P. Business Development. "SMS's core strengths in the Direct Response Marketing space align perfectly with the 'hyper focus' on accountability and results that today's marketers face. I look forward to bringing this message to a growing share of the marketplace."

"We're delighted that Clarke Beauchamp is joining SMS because he has a deep understanding of the marketplace and a drive to exceed client expectations," said Gloria Robbins, Founder and CEO of SMS, "We look forward to leveraging Clarke's sales leadership experience to help SMS continue to grow."

Doug Sprague, recently named **Vice President Strategic Development**, has responsibility for building proactive strategies for clients and prospects to augment the company's growth plans. This includes expanding relationships with current clients, strategic partners and industry leaders. He is responsible for locating new emerging markets that can benefit from integrated direct response marketing.

About Specialized Marketing Services

Specialized Marketing Services, Inc. (SMS) is a direct response marketing company that converges the art and science of direct response marketing with brand strategy and reinforcement. Celebrating 20 years of visionary expertise in designing award-winning campaigns, *SMS* provides clients with programs that encompass strategically-aligned, multi-channel communications mediums, including traditional direct mail, print, public relations, and web-based channels including email, interactive ads, SEO/SEM and viral marketing. The company's comprehensive approach has attracted diverse clients in multiple industries including Healthcare, Technology, Consumer Packaged Goods and Travel & Leisure, among others.

Specialized Marketing Services is a woman-owned business with full WMBE (Women and Minority Business Enterprise) certification. Additional information is available at www.TeamSMS.com or call 800-998-8600.

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