



a direct response marketing company

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**Specialized Marketing Services, Inc.
Launches Kerns Beverages' First Kid Focused Product Line**

SANTA ANA, Calif., October 20, 2008 — *Specialized Marketing Services, Inc. (SMS)*, a nationally respected direct response marketing company, used its firepower to launch a new line extension of Kern's Beverages, called "Kern's For Kids" . The new product line provides nutritionally-balanced and great-tasting products for children. Kern's Beverages LLC, a division of Stremicks Heritage Foods is co-marketing the initial line of products with Disney Consumer Products.

For the initial launch, SMS built awareness, recognition and trial with moms of preschool age children by focusing on the product's key features and benefits: 100 percent juice with no added sugar or high fructose corn syrup, and containing 100 percent of the recommended daily allowance of Vitamin C. Initially the beverage comes in three flavors, Strawberry/Banana, Very Berry and Apple.

"We selected SMS to help us with our Kern's Beverage line because of their outstanding performance, brand building and sales generating campaigns," said Sam Stremick, Vice President of Sales and Marketing for Stremicks Heritage Foods.

In addition to developing a creative platform utilizing Disney's Handy Manny character to support the Kern's for Kids product line and its extensions, SMS has also engaged several marketing channels including in-store, print, public relations, and interactive to maximize consumer awareness and recognition to drive trial and repeat purchase.

"We are pleased that SMS has been selected to support Kern's Beverages for such a vital and well-timed launch. Not only is this a perfect fit for SMS, but as a mother and a grandmother, it is rewarding to help launch a nutritionally-balanced product for kids," said Gloria Robbins, founder and CEO of SMS. "Kids want beverages that taste great; moms want beverages that are good for their children. Nothing could be better."

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Specialized Marketing Services, Inc.(SMS) is a direct response marketing company that provides integrated direct response-based sales and marketing solutions across traditional, interactive and fulfillment platforms. Celebrating more than 20 years of visionary management and expertise, they offer clients industry-leading and award-winning initiatives, which deliver exceptional ROI, stronger brand equity, greater market share, and accountable results. Their clients range in size from small and mid-sized companies to large multi-national corporations in varied industries including High-Tech, Healthcare, Travel and Leisure, Food and Beverage and Consumer Packaged Goods.

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

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