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Agency Contact:

Debbie Douglas
Douglas Strategic Communications
949.464.9301
debbie@DouglasStrategic.com

Company Contact:

Liz Papagni
Vice President
949.553.0890
lpapagni@teamsms.com

Specialized Marketing Services, Inc. Named One of Orange County's Fastest Growing Companies

SANTA ANA, Calif., October 20, 2008 — *Specialized Marketing Services, Inc. (SMS), a nationally respected direct response marketing company, was just named one of Orange County's 100 fast-growing private companies by the Orange County Business Journal (OCBJ). The list ranks companies by a revenue growth by comparing the 12 months through June 2006 to the 12 months through June 2008. To qualify, companies must be privately held, headquartered in Orange County and have minimum revenue of at least \$300,000 for the 12 months ending June 2006.*

“Over the last several years the general marketplace has truly embraced what we have been doing for our clients since our inception - providing a unique ROI-centered approach that provides successful, relevant, and ROI-producing direct response programs across multiple communication channels,” said Gloria Robbins, SMS founder and CEO. We are absolutely thrilled that Orange County Business Journal has recognized this fact by including us on this prestigious list.”

SMS was honored, along with other companies, at the Orange County Business Journal's Second Annual Fast-Growing Private Companies Awards Reception on Thursday, October 2nd at the Hyatt Regency Irvine.

This recognition is SMS' second Top100 award this year and comes shortly after SMS was honored by DiversityBusiness.com, as one of the top 100 minority-owned businesses in California and by the OCBJ as one of the top 50 minority-owned businesses in Orange County.

About Specialized Marketing Services

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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