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Specialized Marketing Services Inc. Expands its Management Team

Joe Invidiata Promoted to Director of Client Services Dina El-Farra Appointed as New Customer Service Manager

SANTA ANA, Calif., October 23, 2008 — *Specialized Marketing Services, Inc. (SMS), a nationally respected direct response marketing company, has announced the promotion of Joe Invidiata to Director of Client Services, and the appointment of Dina El-Farra as Customer Service Manager in order to support its increasing client base.*

Joe will assume the role of day-to-day leadership for driving SMS' client satisfaction goals. His responsibilities will also include management and development of both the client and customer service teams, strengthening client relationships, and growing existing business from SMS' current clients.

Invidiata, an experienced executive, brings over 15 years of client management, service and sales expertise to SMS. Invidiata joined SMS in 2007 as Director of Business Development. His promotion to Director of Client Services is a reflection of his excellent abilities and sincere commitment to client satisfaction that extend from the sales process through execution. Prior to SMS, Joe held the position of relationship manager for ChoicePoint Precision Marketing, Inc.

"Being a part of a top-notch and growing direct response marketing agency like SMS is a great opportunity," said Invidiata. "I look forward to applying my client service expertise to SMS' accounts, and to further enhance our clients' already high satisfaction with our company and its services."

Additionally, Dina El-Farra joins SMS as the manager of Customer Service. With over 22 years of service, marketing, and sales experience within the telecommunications industry, Dina will oversee the day-to-day management of SMS' fulfillment-operations customer service team to ensure that customer orders, inquiries and other requests are expedited in an accurate and cost-effective manner.

Dina's leadership roles prior to SMS include Time Warner Cable where she managed the cash management, collections and payment centers and Comcast Communications where she supervised the call, customer support and payment centers.

“Joe and Dina bring an added depth of leadership expertise to our existing team,” said Gloria Robbins, Founder and CEO of SMS. “With Joe’s savvy relationship-building skill set and Dina’s proven track record of exceeding quality expectations, SMS is well positioned to provide the highest levels of customer satisfaction needed to support our explosive growth.”

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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