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**Specialized Marketing Services, Inc. Expands
Marketing Analytics Department**

Keith Arnold Appointed Director of Marketing Analytics

SANTA ANA, Calif., October 25, 2008 — *Specialized Marketing Services, Inc. (SMS), a nationally respected direct response marketing company, strengthens its analytics department and executive base with the appointment of Keith Arnold, who joins the company as Director of Marketing Analytics.*

In his role Keith, a seasoned professional with more than a decade of analytics-based experience in marketing research, segmentation, response, and modeling systems, will ensure SMS continues to provide its clients with best practice services and solutions.

Under Keith's leadership, the marketing analytics department applies the most relevant and effective marketing metrics, statistical modeling techniques and data segmentation practices to ensure measurable results for all marketing campaigns and programs that SMS provides its clients.

"Keith's leadership is an incredible asset to SMS. His approach to quantifying ROMI (Return on Marketing Investment) for clients is more than analyzing the end results," says Michael Stannard, President and COO of SMS. "It's a commitment to ensuring the marketing strategies we provide are metric-driven, align with our client's objectives and most importantly are measurable from start to finish."

Prior to joining SMS, Arnold was the Director of Marketing Analytics for Money Mailer, LLC, where he honed his analytics experience by designing a multitude of cost-effective, one-to-one direct marketing solutions to support the company's national sales force and franchise operators.

"Joining SMS, a company with a 20 plus year track record of delivering outstanding results, is a great opportunity says Arnold. "Even more exciting is supporting SMS' commitment to providing client's the absolute best in analytics-based services."

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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