



## **FOR IMMEDIATE RELEASE**

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## **Specialized Marketing Services, Inc. Receives National Awards - Again**

### ***Results, Creativity plus Brand Enhancement Gains Acclaim***

**SANTA ANA, Calif., July 15, 2009** — *Specialized Marketing Services, Inc. (SMS)*, a full service direct response marketing company, recently won national recognition for the third consecutive year from the American Business Awards (ABA), the only national, all-encompassing awards program honoring great performances in business. Also, for the tenth consecutive year, SMS received top awards from the Mailing & Fulfillment Service Association (MFSA), a professional association for the mailing and fulfillment industry.

**SMS was both a 2009 ABA's Stevie® award winner and finalist for Best Design in the Advertising/Design Craft and Technique Category.** SMS received a Stevie® for its "Vu Executive Product Launch Kit" developed for client LG Electronics MobileComm U.S.A., Inc. The promotional kit created excitement for LG's touch screen mobile phone, Vu. The launch kit was designed and engineered to emulate the main feature of the phone – the touch screen – showcasing the handset and utilizing a heat sensitive thermal ink that when touched revealed all the advanced features of the phone. Along with a working handset, a customized pin art executive gift was included in the package, to further illustrate the tactile features of the new LG Vu.

Additionally, SMS was selected as a finalist in the same Best Design category for another product launch kit, for the LG Incite handset.

**SMS took first place in the MFSA Chairman's Self Promotion Award, for the best single-piece self-promotion mailing.** SMS employed the lead generation skills that have been so successful for their clients for a campaign of their own and won both accolades and business as a result. The "Got Time for a Little Sweet Talk?" dimensional campaign drove an impressive 22.5% response, an estimated ROI of \$21.74 dollars in

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revenue for each marketing dollar spent, and generated several new accounts, such as Wawona Frozen Foods and Calavo Growers, providing SMS with multi-million dollar business opportunities. The campaign consisted of a dimensional mailer, telephone appointment follow-up, and compelling offer while speaking to SMS' expertise in maximizing ROI and generating revenue via cross-channel, integrated direct response programs within the Food & Beverage industry.

**SMS' fulfillment division placed third in MFSA's Fulfillment Ingenuity Awards recognizing creative problem solving in fulfillment.** As a part of their participation in the Hollywood Red Carpet premiere of the Iron Man movie, LG Electronics MobileComm U.S.A., Inc. had a challenge with how to best present their special edition, gold-plated LG Shine handsets within an existing VIP kit, while also protecting the phone during distribution. SMS researched and implemented the solution – a clear, flexible cord that could be sewn to the velvet to secure the phone without visual distracting from or potentially damaging it. With this innovative solution both the VIP kit and the LG Shine itself were able to take center-stage at this premier.

Gloria Robbins, SMS founder and CEO states, "It is especially gratifying to be recognized by these two national organizations for our long-standing commitment to solution-oriented initiatives, creativity and most importantly, the deliverability of exceptional results."

Over the years, SMS has honed the practice of lead generation through dimensional packages and realized millions of dollars in revenue for its clients, as well as received national recognition for its industry-leading creativity and campaign results.

Specialized Marketing Services, Inc. (SMS) is a full-service direct response marketing and fulfillment company that provides cross-channel, 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, Telecommunications, Financial Services, Food and Beverage and Consumer Electronics.

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](http://www.teamsms.com) or call 800-998-8600.

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