



## Specialized Marketing Services, Inc. Fact Sheet

<b>Founded:</b>	1988
<b>Headquarters:</b>	3421 W. Segerstrom Ave. Santa Ana, CA 92704 (949) 553-0890
<b>Website:</b>	<a href="http://www.teamsms.com">www.teamsms.com</a>
<b>Employees:</b>	37 full-time employees
<b>Agency Specialty:</b>	SMS is a direct-response marketing company that builds each client's business by converging direct marketing with branding and multi-channel communications strategies
<b>Growth Rate:</b>	SMS has experienced in excess of 25 percent growth year-over-year since 2005 and are on course to achieve that in 2008.
<b>Executive Management:</b>	Gloria Robbins, Founder/CEO Michael Stannard, President/COO John Snook, CFO Doug Sprague, VP Strategic Development Liz Papagni, VP, Client Services and Marketing Strategies Clark Beauchamp, Vice President Business Development
<b>Core Capabilities:</b>	Strategic planning Program Management Creative Development Interactive Direct Response Multi-Channel Communications Database Marketing and Analytics Web Applications/Web Design Public Relations Fulfillment
<b>Select Client List:</b>	Heritage Foods Samsung Pleasant Holidays Lufthansa German Airlines Neutrogena AAA Kaiser Permanente LG Electronics MobileComm USA Apria Healthcare

###