



## NEWS RELEASE

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### **Specialized Marketing Services Hires Award-Winning Creative Director**

*Industry Veteran Jeffrey Love Brings Significant Strategic and Creative Talents Helping  
SMS with its Aggressive Expansion Plans*

**IRVINE, Calif., June 20, 2007** — Specialized Marketing Services, Inc. (SMS), a full-service, integrated direct response marketing company, today announced it has hired award-winning advertising and marketing veteran Jeffrey Love as the company's new creative director. Love, who has been the recipient of two prestigious American Advertising Federation "ADDY" awards and a Children's Variety Thank You Award, will head all creative efforts for SMS effective immediately.

Love brings significant experience in leading creative teams at some of the most successful advertising and marketing agencies. In his new position, Love will oversee the SMS creative department and have responsibility for marrying

strategic thinking with message and design creativity facilitating the collaboration between the company's creative and account service departments to maximize program success and client satisfaction. Love sees his role as challenging the creative team for growth, driving fresh new ideas and encouraging team members to further hone their craft.

“So many agencies tend to provide just creative ideas to their clients, when the most valuable thing they can offer is combining those ideas with innovative creative solutions that push the envelope to truly help build the clients' business,” said Love. “That means having to move beyond the expected deliverable to provide options that are fresh, modern and unconventional. That's what today's more sophisticated marketing environment demands and it's exactly what SMS delivers.”

“We're so excited to add Jeffrey to our team as SMS continues its aggressive business expansion strategy that has proved extremely successful over the past two years,” said Gloria Robbins, Founder and CEO of Specialized Marketing Services. “Signing Jeffrey as Creative Director creates a win/win scenario for both SMS and our clients, as his vast experience in multiple markets, drive to push the creative spectrum and undeniable talent will prove to be an asset to future campaigns.”

Over the past two decades, Love has directed the creative efforts of a number of high-caliber marketing organizations in New York City, Atlanta and Los Angeles. He was most recently Creative Director for Maritz Interactions, a sales and marketing services company, where one of his many accomplishments was developing and managing the Toyota Tundra Outdoor Tour, a year-long event that successfully launched the Toyota Tundra by incentivizing customers with an educational and entertaining experience. He also owned and operated the Atlanta-based AgencyLove, an advertising and marketing agency focused on creating and producing solutions that were largely unachievable by larger

agencies. Love is a graduate of Portfolio Center in Atlanta, Georgia, a college specifically focused on design, art direction, copywriting, media architecture, photography and illustration.

### **About Specialized Marketing Services (SMS)**

For nearly 20 years, SMS has proven itself as an award-winning leader in developing and executing direct marketing programs that drive lead generation and customer acquisition, boost customer retention and loyalty, and effectively launch products utilizing multiple direct channels. To assure optimum effectiveness, all programs are measurable to provide real and reportable quantifiable results. The unique SMS approach to marketing builds business opportunities for its clients while maximizing their brand equity. To learn more about SMS and its successful customer programs, please go to [www.teamsms.com](http://www.teamsms.com).

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