



For Immediate Release

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Specialized Marketing Services, Inc. Gains National Recognition *Local Diversity Business Named and Ranked Among California's Top 100 Diversity Owned Businesses*

IRVINE, Calif, April 30, 2008 -- In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural internet site, recently named Specialized Marketing Services, Inc. (SMS) as one of the "Top Diversity Owned Businesses in California".

The Div100 is the 8th annual listing of California's top 100 diversity-owned businesses. The companies listed on the Div100 represent California's top multicultural earners and challenge the long-held notion that a diversity-owned business is small or insignificant. Div100 members are sought after by major corporations wishing to increase spending with diversity owned companies.

The Impact of Diversity Business

"Diversity businesses and consumers are a growing force in the U.S. economy, and a force to be reckoned with," said Kenton Clarke, CEO of Computer Consulting Associates International, the company that built DiversityBusiness.com. This is a whole business segment that can carry its own, that provides jobs, products and services, and generates wealth for their communities. These are the new leaders in American business."

Affected by recent economic and demographic trends and changes, Fortune 1000 corporations throughout the country have recognized that buying products and services from diversity owned companies positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

Gloria Robbins, Founder of SMS commented “SMS has long demonstrated a commitment to diversity through a variety of community, cultural and employee initiatives. These initiatives have helped foster an environment where customer service is delivered by committed, passionate people, and is key in identifying other diverse companies to be considered as future business partners for SMS.”

The Div100

The Div100 is a classification that represents the top 100 diversity-owned (Women, African American, Hispanics, Asians, Native Indian and other minority groups) businesses in the state of California, in sectors such as technology, manufacturing, food service and professional services. Large organizational buyers throughout the country that do business with multicultural and women-owned businesses use the list. The Div100 is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

SMS was honored at a special awards ceremony at DiversityBusiness.com's “8th Annual Multicultural Business Conference”, on April 23 - 25, 2008 at Disney's BoardWalk Resort in Orlando, Florida.

About Specialized Marketing Services, Inc.

Founded in 1988 by industry veteran Gloria Robbins, SMS is a direct response advertising company that is at the forefront of today's convergence of direct marketing and brand strategy. With 20 years of visionary management and expertise in direct response and brand building, the company provides clients with programs that encompass strategically-aligned, multi-channel communications mediums, including direct mail, print, radio and public relations, as well as web-based channels including email, interactive ads, SEO/SEM and viral-marketing. The company's comprehensive approach has attracted diverse clients in the Healthcare, Technology, Packaged Goods and Travel & Leisure industries, among others.

SMS is a woman-owned business with full WMBE (Women and Minority Business Enterprise) certification. Additional information is available at <http://www.teamsms.com> or call (949) 553-0890.

About DiversityBusiness.com

Launched in 1999, with over 35,000 members DiversityBusiness.com is the largest organization of diversity-owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies and colleges and universities. Members use the sites technology to find and track new business opportunities. It also produces the country's largest conference on diversity education and training for major corporations and small business. Its research on top businesses appears in Fortune, Forbes, Business Week and numerous magazines and media publications. The site has gained national recognition and has won numerous awards for its content and design. DiversityBusiness.com is produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT. CCA was founded in 1980 by CEO Kenton Clarke.