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**Direct Response Marketing Company
Growing in a Recession?**

Savvy Marketers Gain Market Share While Others Watch and Wait

SANTA ANA, Calif., July 08, 2008 — Revenues up 25% in 2007, growing even faster in 2008, this can't be a marketing company in an era of economic uncertainty or recession...can it? It can and it is. Specialized Marketing Services, Inc. (SMS) continues to grow rapidly by offering sophisticated clients fully integrated direct response marketing services, the marriage of the science of direct response marketing and the art of brand strategy. This unified, comprehensive solution dramatically improves results via a multi-channel approach with heavy emphasis on measurement. To handle growing demand, and to celebrate its twentieth anniversary, SMS is expanding to new 80,000 square foot offices in Santa Ana, having outgrown its two buildings in Irvine and one in Santa Ana. To complete the celebration, it's also refreshing its image with a new brand identity, logo and website.

“Savvy marketers know that instead of cutting back on marketing in a recession they can gain market share by keeping their brand strong while others watch and wait for better times. They know that during a recession there is less clutter to cut through, so their advertising is more visible, and that rebuilding momentum after a recession is expensive, time consuming and doesn't always work,” said SMS founder and CEO Gloria Robbins. “The reason for our growth during a recession is that smart organizations really drill down on marketing dollar ROI. That's what we're known for, it's what we do everyday for our clients – showing them how to maximize return on their marketing dollars with twenty years of examples from the real world,” she said.

Two decades ago SMS founder, Gloria Robbins, recognized that the most sophisticated brands were seeking a better way to reliably measure ROI on marketing campaigns. As a Disney marketing director, she had become increasingly frustrated by working with multiple vendors to launch marketing campaigns where determining the return on investment was too elusive to be reliable for timely decision making. If you couldn't reliably measure your return on marketing dollars invested, how could you maximize it?

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More often than not, she found herself in the role of project manager rather than creative visionary analyzing the big picture, then creating and implementing strategic plans with sizzle. There always seemed to be communication issues and coordination challenges with each vendor specializing in one or two channels of the marketing mix. Asking multiple specialist vendors for accurate, fully integrated results measurement was more of a guessing game than the reliable marketplace feedback required to maximize the return on any marketing campaign.

In 1988 Gloria Robbins decided to do something about it...Specialized Marketing Services, Inc., was born. From its inception in a bedroom office twenty years ago, SMS has prospered by being a pioneer of what today is known as the convergence of direct response marketing and branding strategy. SMS is positioned at the forefront of today's new sophisticated marketing paradigm with a model that provides timely, reliable business intelligence. It's nothing new to SMS, they've been doing it for twenty years with measurable results that their clients love. SMS brings together the benefits of both branding and direct response marketing by first crafting a platform to communicate the product or service benefits. Then, using proven direct marketing science, SMS delivers relevant, targeted messages that build a sense of urgency with precise purchasing triggers. Backed by predictive models and detailed algorithms, their methods elicit the desired response.

About Specialized Marketing Services

Specialized Marketing Services, Inc. (SMS) is a direct response marketing company that brings together the science of direct response marketing and the art of brand strategy. Celebrating 20 years of visionary management and expertise in designing award-winning campaigns, SMS provides clients with programs that encompass strategically-aligned, multi-channel communications mediums, including traditional direct mail, print, broadcast 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.

Specialized Marketing Services is a woman-owned business with full WMBE (Women and Minority Business Enterprise) certification. Additional information is available at www.teamsms.com or call 800-998-8600.

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