



FOR IMMEDIATE RELEASE

Contact:

Liz Papagni

Vice President

714-955-5430

lpapagni@teamsms.com

Specialized Marketing Services, Inc. awarded ISO 9001 and TL 9000 quality certifications

SMS praised for its exceptional audit results

SANTA ANA, Calif., October 7, 2010– With more large companies realizing that their supply chains are only as strong as their weakest link, Specialized Marketing Services (SMS), an integrated marketing solutions group, recently reinforced their strong reputation for reliability by achieving ISO 9001 and TL9000 quality certifications. The ISO 9001 and TL 9000 quality management system establishes stringent requirements for design, development, production and delivery of products and services, while allowing SMS to engage with clients to encourage continual improvement. Successfully completing their final audit in late June, SMS is one of the first marketing services companies in North America to secure the TL 9000 quality registration.

SMS' Founder and CEO Gloria Robbins notes, “companies doing business with SMS can know that we have a documented and consistent set of quality expectations that parallel the rapid rate of change and customer expectations they themselves are experiencing.”

Michael Stannard, SMS' President and COO, adds, “these quality registrations identify SMS as a ‘smart choice’ for today’s ROI-focused marketing and strategic sourcing stakeholders looking for demand generation, product launch support and effective sales channel activation and sell-through programs.”

The following are a few of the companies that have entrusted SMS with mission-critical marketing campaigns and fulfillment projects:

- LGE MobileComm USA
- Cisco Systems
- Samsung

--more--

Page 2

- Kaiser Permanente
- Canon
- Toshiba
- Seneca Foods
- And many others...

Specialized Marketing Services, Inc. (SMS) is an integrated marketing services and fulfillment company that provides cross-channel, integrated 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, 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 or call 800-998-8600.

###