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**Specialized Marketing Services, Inc. to Host Seminar on the  
Future of Marketing Services**

***MFSA event “Marketing Service Providers for the Future”  
highlights full-service fulfillment programs***

**SANTA ANA, Calif., November 10, 2010** — *Specialized Marketing Services, Inc. (SMS)*, a direct response marketing and fulfillment company, has been selected to host a regional training seminar for the Mailing & Fulfillment Service Association (MFSA) on November 17, 2010. The one-day event is entitled “Marketing Service Providers for the Future” and focuses on the importance of value-added marketing services provided by truly comprehensive Marketing Service Providers (MSPs).

Hosted by Tom Quinn, the former MFSA Director of Fulfillment Services, the educational seminar will highlight fulfillment as a strategic program, rather than a transactional sale. The four-part series highlights the value of integrated service offerings.

Tom Quinn, now of Q Fulfillment Solutions, says “SMS is the perfect example of what a Marketing Service Provider for the Future should look like. They have really grown out of being a basic fulfillment company and continue to add the right stuff, providing those functions that sales and marketing departments need and value.”

Michael Stannard, SMS’ President and COO, said “We are honored to open up our facility for this event. We do feel that we have a unique set of service offerings here at SMS, from strategic planning to creative and production, all the way through to kitting, fulfillment and distribution. Our diverse services really bring value to our clients’ sales and marketing departments since we operate within all levels of the supply chain. We’re thrilled to show other MFSA members what has worked well for us over the past 22 years.”

More information about SMS’ fulfillment services is available at [www.smsfulfillment.com](http://www.smsfulfillment.com). More information about the MFSA is available at [www.mfsanet.org](http://www.mfsanet.org).

**About SMS**

Specialized Marketing Services, Inc. (SMS) is a direct response 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. SMS is ISO 9001:2008 and TL 9000 certified. Additional information is available at [www.smsfulfillment.com](http://www.smsfulfillment.com) or [www.teamsms.com](http://www.teamsms.com) or by calling 800-998-8600.

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