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Contact:

Liz Papagni

Vice President

714-955-5430

lpapagni@teamsms.com

Specialized Marketing Services, Inc. (SMS) appoints new Vice President of Strategic Business Development

SANTA ANA, Calif., March 16, 2011 —Specialized Marketing Services, Inc. (SMS), announced the appointment of Michael Cole, as the new Vice President of Strategic Business Development. Cole is a seasoned, hands-on, integrated marketing professional with a rare depth of both agency and client side experience in the advertising, direct response & interactive disciplines.

Cole's vast experience includes automotive, entertainment, consumer electronics, wireless, and healthcare. Prior to joining SMS, Cole was managing interactive sales at Freedom Communications where he was responsible for acquiring and growing new business through all things digital, including: SEO & SEM, social media, display advertising, e-mail marketing and mobile advertising. Prior to Freedom he was with Rauxa Direct.

"Joining SMS enables me to pursue my passion for integrated marketing in both new and traditional media," Cole said. "This is such a client-oriented agency; it's a perfect fit considering my career-long focus on making a difference for my clients. In today's difficult market, lead generation is the name of the game, and the team here at SMS understands that."

"Michael brings over a decade of experience to SMS and truly understands all aspects of our integrated marketing approach" said Michael Stannard, President of SMS. "His strategic thinking and broad knowledge of cross-channel marketing will ensure SMS continues to deliver the types of powerful initiatives that drive our clients' businesses year after year."

About SMS

Specialized Marketing Services, Inc. (SMS) is an integrated direct response marketing company that provides multi-channel sales and marketing solutions utilizing both traditional and interactive platforms. Celebrating more than 22 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, Consumer Packaged Goods 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 by calling 800-998-8600.

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