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## **Camille Jayne Named Chairman and Acting CEO In Move To Further Grow Irvine-based Specialized Marketing Services, Inc. (SMS) SMS Also Announces Two Key Promotions**

IRVINE, Calif., Nov. 14, 2006 – Camille Jayne, an executive recognized for her ability to take growing companies to their next level of success, has been named Chairman and Acting CEO of Specialized Marketing Services, Inc. (SMS) ([www.teamsms.com](http://www.teamsms.com)), it was announced today by SMS Founder and CEO Gloria Robbins. Robbins is taking a leave of absence for family health reasons.

Jayne and Robbins also announced two promotions at the Irvine-based company: Michael Stannard, from General Manager to President and Chief Operating Officer, and John Snook, adding Chief Financial Officer to his current title of Executive Vice President.

Jayne continues as Chairman of Matters at Hand (MaH), the growing company she founded that helps clients put their personal business affairs into sound shape. Jayne earlier moved from day-to-day operations at MaH to a primarily strategic role at the pioneering, family services company.

Robbins, who founded SMS in 1988, has grown the company to be a well-recognized strategic and creative agency designing solutions for direct response marketing, database management and fulfillment. The client list is populated with highly regarded companies such as LG Electronics MobileComm USA, Lufthansa German Airlines, Pleasant Holidays and Canon USA.

“We are extremely excited that Camille has accepted coming into SMS to guide us to the next level – her dual strengths in the business world and the design realm are an unusual blend of insights and capabilities,” noted Robbins. “I look forward to the innovations from Camille and the rest of the management team in the times ahead.”

Jayne, whose career has included such key corporate positions as Chairman and CEO of the NASDAQ publicly traded Universal Electronics, Inc. (UEI), is looking forward to the opportunities that lie ahead with SMS.

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“I am delighted to be stepping into this role with this company – SMS is a best-of-class agency with tremendous growth potential. I am excited and eager to begin working with the quality team that Gloria has assembled,” Jayne explained.

“I began my education and career as a graphic and package designer, so I am passionate about excellence in design and marketing from all aspects,” Jayne said. “My role at SMS will allow me to utilize my executive abilities as well as my creative capabilities.

“I intend to help SMS create the foundation infrastructure and strategic planning necessary to fuel further expansion at the company. SMS is situated within the ideal sector of the marketing world – today’s savvy companies require actionable strategies, creative solutions, and measurable data - all of which have proven to be SMS’ forte over the years,” Jayne added.

SMS targets mid-market to Fortune 500 companies seeking marketing strategies that deliver measurable results that provide strong return on investment. The company has achieved stellar growth throughout its history, including a 33 percent jump this past year.

Prestigious industry awards, including recognition by American Business Awards, MFSA, The John Caples Awards, and Premier Print Awards, have been received by SMS for outstanding client work.

Jayne’s successful corporate career has spanned several industries, from electronics and telecom to financial services and consumer products. During her Chairman/CEO position at Universal Electronics, Inc., Jayne was one of just two female top executives at Orange County-based publicly traded companies. At UEI from 1997 to 2001, Jayne and her team strategically repositioned UEI both on Wall Street and in the consumer marketplace. Under her guidance, the company increased its revenues more than 50 percent, with the stock price soaring from \$5 to \$50 per share, creating a \$350 million market cap and posting a \$1.28 EPS.

Previous corporate posts included being Senior Vice President of the Digital TV Division of TCI, then the largest cable company in the world; Senior Director of New Ventures at Ameritech; and First Vice President of Product Management and Corporate Advertising at Comerica Bank. Jayne received her marketing and product development training at The Pillsbury Company and Vidal Sassoon, a division of Procter and Gamble.

Throughout her career, Jayne has enjoyed academic stints, including teaching posts in advertising, design, photography and business at the Lawrence Institute of Technology’s School of Architecture, the University of Michigan School of Architecture, Oakland University and Loyola Marymount University’s Executive MBA Programs.

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Jayne earned a Bachelor of Arts in graphic design and a Master of Fine Arts in design and product design from Stanford University, and a Masters in Business Administration in marketing from the University of Michigan. She serves on the Board of Directors of BitCentral; the Dean's Advisory Board for the UC Irvine Paul Merage School of Business; is the President of the National Association of Women Business Owners (NAWBO)-Orange County; a founding member of the Women's Philanthropy Fund, an organization affiliated with United Way-Orange County, and the recipient of the 2006 Women in Business Award from the Orange County Business Journal.

#### **About Specialized Marketing Services, Inc. (SMS)**

Specialized Marketing Services, Inc. (SMS) is a full-service, integrated direct response marketing agency that serves businesses ranging in size from middle-market to Fortune 500, including such clients as LG Electronics MobileComm USA, Lufthansa German Airlines, Pleasant Holidays, and Canon USA. The award-winning agency, now in its 18<sup>th</sup> year of operation in Southern California, provides clients with truly integrated services, including strategic development; creative concepts and graphic design; on-demand printing; database management; on-site letter shop and high-speed data processing center, and comprehensive fulfillment services. Further information on the company can be obtained at the corporate Website, [www.teamsms.com](http://www.teamsms.com).

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