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PRESS RELEASE

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NARMS AND BDS MARKETING, INC. LAUNCH ONLINE CERTIFICATION SITE NARMSCERTIFYU.COM

*Retail Marketing Agency Partners with the National Association for Retail Marketing Services
(NARMS) to Set Industry Standard for Retail Execution*

IRVINE, CA – (April 8, 2009) BDS Marketing, Inc. (**bds mktg**), a retail marketing services agency, announced the launch of a new online certification website in partnership with NARMS: NARMSCertifyU.com. **bds mktg** worked closely with NARMS to build the learning platform, create certification content and develop the infrastructure and reporting system. This website is the official NARMS online training center and will benefit NARMS member companies through workforce training. The goal of this training center is to develop industry standards and improve the quality of retail execution.

“The new NARMSCertifyU is an exciting new innovation for the retail service community that will bring quality and credibility to our industry.” says Dan Borschke, President & CEO of NARMS.

NARMSCertifyU.com is built using a Learning Management System and adult learning principles, offering online training modules and certification. Benefits for industry representatives include enhanced skill sets to drive career growth, increased job satisfaction and broader retail knowledge. Social media is integrated into the user experience with discussion forums, bulletin boards and chats to create an extended learning experience and community. Training modules include retail visit excellence, merchandising, event marketing, demonstrations, fixture installation and assisted sales skills. Modules will be available in English, French and Spanish to support representatives across North America. Certificates of completion will be awarded for each area of study completed.

“The vision of NARMScertifyU is to create a learning path available to all industry participants. We believe through education at the representative level we will establish a new standard of excellence supported by the retailing community,” says Larry Dorr, Senior Vice President of Strategic Operations, **bds mktg.**

NARMScertifyU will continue to be developed over the coming months with initial phases capturing member companies and field representative registration. Training modules are scheduled to launch this coming fall. For additional information contact Larry Dorr with **bds mktg** at (949) 472-6700 x1216 or visit www.narmscertifyu.com.

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About BDS Marketing, Inc.

bds mktg is a retail marketing agency driven by the power of our people. From designing shopper experiences to hands-on retail execution, **bds** dynamically manages touchpoints to promote your brand, empower sales associates and turn the retail environment to your advantage. Their national network of high performance teams offers Knowledge, Interaction and Systems based services to provide brand insights and generate sell-through for their clients. **bds** is based in Irvine, California and has been operating with excellence since 1984. For more information, visit www.bdsmktg.com.

About NARMS.

NARMS’ nearly 500 member companies perform well over \$3 billion in merchandising services, sales marketing, event marketing, demonstration and other retail services annually. The international trade association serves as a “central gathering point” for the retailing industry; promoting and establishing industry standards; providing critical industry research studies and educational information about the industry while acting as a voice for its diverse membership of service providers, manufacturers, retailers and associates. NARMS represents all classes of trade including: grocery, drug, mass, department, home & building centers, computer & office supply, electronic, value retailers, specialty and convenience retailers. Additional NARMS information is available at www.narms.com, including information about the 15th NARMS Spring Conference & Exposition at Saddlebrook Resort in Wesley Chapel, FL on April 17-20, 2010.

