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BDS MARKETING, INC. NAMED BEST MARKETING TEAM FOR HIGH-DEFINITION RETAIL EDUCATION PROGRAM AT 2007 AMERICAN BUSINESS AWARDS

Contact: Sharla Delgado
sharla.delgado@bdsmktg.com
949.472.6700 x1117

Irvine, CA – June 14, 2007 – BDS Marketing, Inc. (**bds mktg**) was awarded Best Marketing Team Winner for their Sony “HD Test Drive Program,” during the annual gala at the Marriott Marquis Hotel in New York City on Monday, June 11. The program deployed a team of local Sony managers and product specialists to educate consumers and retail sales associates one-on-one on the features and benefits of high-definition television while also providing tools and tips when purchasing an HDTV.

“The key element of this program was about High Definition education and simplifying the technology message,” said Mac McWeeney, Director of Client Services and Operations for **bds mktg**. “Our team was able to show customers and sales associates what to look for in HDTV picture and sound performance and then let them decide what technology worked for them. This program was about giving consumers the tools and information to buy, not about selling them.”

bds mktg executed the HD Test Drive Program in the top 31 DMAs at national retailers such as Best Buy, Sears, Circuit City as well as key regional locations like ABC Warehouse, ABT, HH Gregg, PC Richards and other specialty stores. The program was successful in educating over 25,000 sales associates from September through December 2006 and driving significant sales volume for Sony’s high-definition television line.

“We believe education and interaction on the selling floor are critical components to the marketing mix,” said Aimee Mozingo, Vice President of Marketing for **bds mktg**. “It’s about maximizing and integrating efforts on the retail floor – from messaging to visual presentation to empowering sales associates to direct interaction with customers. By leveraging people as a powerful communication vehicle, we help transform a transaction into a lasting connection for both the brand and the retailer.”

Hailed as “the business world’s own Oscars” (*New York Post*, April 27, 2005), The American Business Awards are the only national, all-encompassing awards program honoring great performances in business. More than 2,000 entries from companies of all sizes were submitted for consideration in more than 40 categories.

bds mktg was also a finalist for Best Communications Team for their SIRIUS training program, which was executed at consumer electronics and automotive retailers.

To receive a copy of the **bds mktg** American Business Award submission, or to speak with the program directors, contact Sharla Delgado at 949.472.6700 x1117.

About BDS Marketing, Inc.

BDS Marketing, Inc. is more than a retail marketing services agency. Their national network of high performance teams provides clients with expert, in-market representation to activate brands and generate product sell-through at retail. **bds** becomes the voice of the brand by building engaging retail and consumer programs and raising mindshare with sales representatives, tapping into consumer emotions to deliver a relevant brand experience. **bds** programs and campaigns are deployed to drive sales and increase market share with measurable results for clients including Canon, Motorola, Time Warner Cable, Sony, Sharp, Puma N.A., Kellwood Corp., and Jaguar Land Rover.

bds is based in Irvine, California – operating with excellence nationally since 1984. For more information, visit our website at www.bdsmktg.com. Contact us at 949.472.6700 to obtain case studies.

About The Stevie Awards

Hailed as “the business world’s own Oscars,” Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Selling Power Sales Excellence Awards. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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