

For Immediate Release

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**Goodman Marketing Partners Wins  
DMA International ECHO Award  
For KCSM-TV Campaign**

San Rafael, Calif. – October 21, 2008 – Goodman Marketing Partners (GMP), a full service direct marketing company, announced today it has received a 2008 Direct Marketing Association International ECHO Award for its work for KCSM-TV based in San Mateo, CA. Considered “the Oscar®” of direct marketing and a coveted industry honor, the ECHO is the only comprehensive international direct marketing award recognizing excellence in strategic thinking, creativity and results.

GMP received a Bronze ECHO in the Not-For-Profit category for Business-to-Consumer direct mail. This selection was reached after three rounds of qualifying judging by direct marketing experts and verified by the ECHO committee, a group of senior members of the direct marketing community. There were over 1,000 international entries of which only 92 received an award.

The direct marketing campaign that GMP created for KCSM-TV was an extension of a successful campaign they had created the prior year. A series of direct mail packages leveraged Steve, the campaign’s on-going spokesperson. He continued to talk about the unique programming available only on KCSM-TV in his own quirky style by inviting recipients to give him their suggestions about programming, a unique benefit that only KCSM-TV offers. Each direct mail package focused on programming from a different country around the world. The Canadian package, for example, established an opening dialogue based on “known” Canadian expressions with references to hockey, the “Mounties”, and the expression “eh?” Other packages featured Steve’s programming “treasures” he discovered as he traveled to Italy, China and South America.

“We are honored to receive this award and to know that the judges agreed that our work for KCSM-TV met the criteria of excellence that makes receiving an ECHO such a prestigious acknowledgement for our company,” says Carolyn Goodman, founder and president of GMP.

### **About Goodman Marketing Partners**

Goodman Marketing Partners is a full-service, fully integrated marketing communications company based in San Rafael, CA. Comprised entirely of senior marketing specialists, the firm creates, designs, develops, and executes a full spectrum of advertising and direct marketing solutions both online and off line. Current clients include Autodesk, Juvenile Diabetes Research Foundation (Northern California Chapter), KCSM-TV, KCSM-FM, Vinum Capital Management and TANDBERG. The firm is listed on the 2008 list of “Inc. 5000 Fast-Growth Private Companies,” and is ranked by the San Francisco Business Times as one of the “Top 100 Women-Owned Businesses” in the San Francisco Bay Area in 2007. For more information, visit [www.goodmanmarketing.com](http://www.goodmanmarketing.com).

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