

**FOR IMMEDIATE RELEASE**

January 30, 2008

**CONTACT:**

Scott Warner

(703) 312-1189

[scott@warnerstrategies.com](mailto:scott@warnerstrategies.com)

## **COLBY DIRECT BEGINS 2008 WITH A BANG – SECURES THREE NEW CLIENTS**

*January 30, 2008 – Annapolis, Md.* – Colby Direct, a full service direct marketing agency, kicked off 2008 with an impressive start with the addition of three companies to its client roster. The Sylmark Group, Global Events Partners and Tinsel Vision join Colby Direct's expanding list of national clients.

"We are committed to building our capabilities to serve companies and organizations with a full menu of web and offline lead generation opportunities and marketing strategies," said Kurt Snyder, president of Colby Direct. "Colby Direct continues to expand its reach nationwide, and these three new clients represent an important step in that direction."

The Sylmark Group is a group of affiliated integrated marketing companies founded in 1998 by industry pioneers who have collectively sold nearly \$3 billion of consumer products to date. It specializes in the sale of products via direct response television marketing, primarily through "long-form" infomercials lasting 30 minutes to market products directly to consumers and to create widespread awareness for such products to supports sales in a variety of retail channels. These companies also sell products through the Internet, catalogs, home shopping channels, credit card syndications, telemarketing and print advertisements. The Sylmark Group's products target primarily the fast growing housewares, exercise and personal care markets. Colby Direct is developing and executing strategic online and offline customer retention campaigns for The Sylmark Group.

"As we execute our strategy to aggressively market products in all the right channels domestically and globally, we felt that it was important to work with a team of highly-experienced professionals with tremendous success executing integrated, direct marketing

campaigns,” said Katie Williams, executive vice president of marketing at The Sylmark Group.

Global Events Partners, GEP, is the industry's leading partnership of destination management companies. It sets the standard of excellence for event management, by providing timely, cost-effective, professional service in locations around the world. Colby Direct is developing and executing a monthly B2B customer retention e-letter for GEP.

TinselVision™ is a Washington, D.C. and Mumbai based, premium video-on-demand provider that launched its invitation-only service in October, 2007, and its full services beta on November 21, 2007. Designed exclusively to cater to the entertainment and media needs of the 40 million persons of Indian origin living beyond the Indian sub-continent, the service delivers premium movies, TV serials, music videos, popular free programming and sporting events on-demand over the Internet to PCs, laptops, televisions and mobility devices reaching broadband connected, underserved viewers in the U.S., U.K., Canada and globally. Colby Direct is developing online acquisition, conversion, and retention campaigns for Tinsel Vision.

### **About Colby Direct**

Colby Direct is an integrated direct marketing firm which brings over 100 years combined experience in all facets of offline and online direct marketing including: direct-response copywriting, design, mail and e-mail list planning and brokerage, search engine optimization and production management. For more information, please visit [www.colbydirect.com](http://www.colbydirect.com).

###