



For Immediate Release

HOUSTON (May 22, 2008) – GS Marketing was honored by the American Marketing Association’s Houston chapter with the association’s Crystal Award at a banquet May 22. GS Marketing was recognized for their January 2007 Behind the Wheel Give-away Point of Purchase Display. It’s the second Crystal Award in as many years for GS Marketing, both for Point of Purchase Display.

“This is a great honor for GS Marketing and our team,” said vice president of marketing and sales strategy Manny Garza. “There were many individuals who were responsible, but an award like this truly represents an outstanding team effort and epitomizes what GS Marketing is all about.”

The Crystal Award nominees were selected by a panel of eight judges, all marketing professionals from outside the Houston area. This year’s field was the most competitive in the history of the award, setting records for the number of entries, up 27 percent over last year, and the number of participating companies or organizations, up by 67 percent.

GS Marketing was a finalist in two categories and was also recognized with an Excellence Award for their February 2007 Child Advocates Car Pros for Kids campaign.