



For Immediate Release

HOUSTON (May 21, 2010) – GS Marketing was honored with a top award from the American Marketing Association (AMA) in Houston at the 24th Annual AMA Houston Crystal Awards gala. The prestigious event recognized those who have exhibited marketing mastery through successful campaigns throughout the past year.

GS Marketing was honored to capture the top prize in the category of Direct Mail Two-Dimensional Printed Mail, Single Item for work encompassed in the Toyota of Vacaville Toys for Tots campaign.

In addition to the quality of creative execution, GS Marketing's entry was chosen based on the impressive marketing results achieved for their client. Toyota of Vacaville experienced a 23.91% response rate and also collected and donated more than 1,300 toys to the Toys for Tots organization.

"Our main goal is always results for our client, but it is always special to be recognized for outstanding work. It's one of the best kinds of inspiration for our teams to keep stretching creativity and marketing savvy," said Manny Garza, vice president of marketing and sales strategy of GS Marketing.

AMA Houston's Crystal Awards show is recognized as one of the most challenging and coveted marketing award competitions in the nation. Juried by a panel of independent experts from across the country, AMA entries are evaluated on their creativity and marketing effectiveness. Each entry must include a written case study detailing the challenge, objectives and strategy accompanied by proof of results.

The AMA Houston is an organization dedicated to supporting marketing professionals with leading educational information, career-building resources and valuable networking opportunities. AMA Houston is Texas' largest professional marketing organization with 1,000 + members and is the nation's second largest chapter.

This is the third Crystal Award win for GS Marketing in the past 4 years.

For more information, please visit [www.crystalawards.org](http://www.crystalawards.org).