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For Immediate Release

GS Marketing Wins Silver Award in Web Creativity Competition

The International Academy of the Visual Arts announced the winners of the 2010 W³ Awards and named GS Marketing's FUSION Mobile Websites entry as a Silver Award Winner.

FUSION Mobile Websites provide Toyota, Lexus and Scion dealerships with an easy-to-customize Internet presence using the latest technologies and marketing tools. GS Marketing is a full service direct marketing company with 25 years of experience marketing products and services for automotive dealerships and dealer groups.

"It's gratifying to be recognized for our efforts," said Manny Garza, Vice President, Marketing for GS Marketing. "But of course, the real measure of success is when we meet our clients' needs and help *them* succeed. Our role is as a background player, giving the front-line automobile dealer a strong, integrated presence on the web, in print and other avenues. FUSION websites are an integral part of this plan."

The W³ Awards honor creative excellence on the web and recognize the creative and marketing professionals behind award-winning sites, marketing programs and video work created for the web. In its fifth year, the W³ Awards received over 3,000 entries from ad agencies, public relations firms, interactive agencies, in-house creative professionals, web designers, graphic designers and web enthusiasts.

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