



marketing services, inc.™

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Your success is our business.

FOR IMMEDIATE RELEASE

Eclipse Marketing Services, Inc. Wins Two CTAM Mark Awards For Customer Relations Marketing

Morristown, NJ - October 19, 2010 - Eclipse Marketing Services, Inc. was awarded two 2010 Cable & Telecommunications Association for Marketing (CTAM) Mark Awards in the Customer Relations Marketing—Direct Mail category, during the National CTAM Summit held in New Orleans.

The Gold Mark Award was presented for its **Comcast Red Sox VOD Promotion** developed for the Comcast Greater Boston Region. Capitalizing on the mass appeal of the Red Sox, education about Comcast exclusive FREE Red Sox On Demand programming was used to drive On Demand awareness and usage, and digital sales activity. Focusing on one benefit of being a Comcast digital customer (access to Red Sox OD), compelling images and in-depth information demonstrated the value and exclusive benefits of being a Comcast digital customer.

The Silver Mark Award was captured for its customer retention and educational efforts reflected in the **Cox Ultimate On Demand Guide**, created for Cox Communications Corporate On Demand Marketing Group. The importance of early education in the On Demand category helps stimulate usage, usage creates customer value, and perceived product value ultimately leads to customer loyalty and retention.

“It is encouraging to see that our customers are actively involved with retention efforts — and that our marketing programs are delivering the results they need,” noted Joan Coyne, Sr. Vice President, Marketing and Customer Service. “We value the collaborative partnerships our staff has forged with our clients, and look forward to continuing to provide effective customer relationship marketing programs.”

Mark Awards winners are selected based on a high standard of excellence in cable marketing.

About Eclipse Marketing Services, Inc.

Eclipse Marketing Services, founded by Margaret Boller in 1992, provides creative direct marketing solutions to the cable TV and entertainment industries for both general market and Hispanic initiatives. The agency's team of seasoned campaign strategists and marketing consultants enables Eclipse to provide industry marketers with direct marketing initiatives—on brand, on strategy, and on budget. Eclipse has earned numerous accolades and awards from industry associations, including CTAM Mark Awards in Direct Mail, a NAMIC Excellence in Multicultural Marketing Award, International Creativity Awards, Davey Awards, JASPER Awards, and The Heartbeat of America Award for entrepreneurial companies. More information is available at www.eclipsemarketingservices.com.

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