

News Release

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SpinSix Strategic Marketing Design Snags “Global Genius” Honor at 2008 ExactTarget eMarketing Excellence Awards

Scottsdale-based firm wins Best International Campaign for Apple FileMaker

SCOTTSDALE, Ariz. – November 1, 2008 – SpinSix Strategic Marketing Design, one of Arizona’s leading creative marketing firms has won the highly coveted ExactTarget “Global Genius Award” for its international direct-to-consumer marketing campaign for Apple FileMaker. This prestigious award was presented by ExactTarget, a leading provider of on-demand email and one-to-one marketing solutions. ExactTarget’s annual eMarketing Excellence Awards celebrates best-in-class email marketing campaigns from around the world.

“We are extremely pleased to have won this award celebrating our creative accomplishments with Filemaker,” said SpinSix partner Anthony Helmstetter. “This achievement displays the diverse emarketing capabilities and tangible results of SpinSix’s integrated marketing campaigns.”

The “Global Genius Award” is awarded to the best integrated emarketing program and is rated against criteria of marketing objectives, creativity, quality, content and results. SpinSix was chosen for this award by a panel of ExactTarget experts who honored its FileMaker email marketing program as industry best practices and highlighted its achievement of tangible and measurable results.

SpinSix’s FileMaker campaign is composed of industry-acclaimed strategic marketing tactics that increases FileMaker’s ability to effectively manage leads through a sales lifecycle. SpinSix’s efforts in creating a lead nurture process that engages in consistent and meaningful dialog with prospects from lead acquisition to product sale has helped to maximize client revenues by ensuring that each email “touch” is meaningful from the prospect’s perspective.

From corporate branding and campaign development to design and deployment of demand-generation campaigns, SpinSix offers end-to-end solutions for companies looking to have an impact on consumers through a variety of integrated marketing strategies and tactics. Current SpinSix clients include, FileMaker (a wholly owned subsidiary of Apple), Sage Software, DriveTime and CVSICaremark.