

January 12, 2009

For Immediate Release

URL: www.promoworks.com

PromoWorks®

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“EYE ON AMERICA” SHOW TO FEATURE PROMOWORKS

(Schaumburg, Ill., January 12, 2009) – PromoWorks®, the nation’s leading innovator of consumer engagement strategies, is pleased to announce the company is being featured in an episode of *Eye On America*. The nationally broadcasted television special on *Marketing Tools for Success* is part of the show’s series on Business Solutions hosted by Greg Gumbel.

Founded in 1999, PromoWorks has remained focused on continually increasing the ROI for their clients. PromoWorks is able to provide their clients with critical consumer insights, as well as advanced reporting and analytics needed to deliver the best strategies to ensure the most efficient spend of their marketing dollars. Through their consumer segment solutions, experiential, and in-store marketing programs, they enable brands to reach and impact their target consumers at home, on the go, and in the store.

“The strength of our company revolves around our team’s commitment to consistently deliver actionable business solutions that exceed our clients’ expectations. Our goal is to ensure our clients’ spend is both effective and measurable.” said Michael Kent, CEO of PromoWorks.

Eye on America recognizes PromoWorks as a leading provider of innovative promotional marketing services and highlights the role marketing services companies play in the success of integrating a brand’s promotion objectives and effectively delivering a rich brand experience. This broadcast recently aired on CNN Headline News in the Greater Boston DMA, and is currently airing on KFTY in the San Francisco, Oakland, and San Jose markets. The *Eye On America* segment is planned to air in all major markets throughout this year.

If you would like more information about PromoWorks, please visit www.promoworks.com.

MORE MORE MORE

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ABOUT PROMOWORKS

PromoWorks, a marketing services company headquartered in Schaumburg, Ill., is the nation's leading provider of consumer engagement strategies. Representing more than four hundred consumer brand manufacturers, PromoWorks designs and delivers break-through marketing solutions that reach target consumers where they live, learn, play and shop. Clients choose PromoWorks for out-of-store and in-store programming that is fueled by advanced consumer insights and measured through comprehensive analysis. Known for leadership through innovation, PromoWorks brings continuous improvement processes with proprietary technology, products, and services that are driven by their client's needs and ever-changing marketplace challenges. For more information about PromoWorks call 1-888-310-3555 or visit www.promoworks.com

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