

MarketSense Achieves Excellence at B2 Awards

BURR RIDGE, Ill. — (July 5, 2011) — MarketSense, a leading full-service business-to-business marketing services firm, was awarded two B2 Awards of Excellence from the Business Marketing Association (BMA) of Chicago for its work with two top clients: KNAACK and Western Petroleum. Focusing on more than just the entries' aesthetic appeal, these awards honor the balance between creative and results. This competition included 27 categories and 200 divisions, covering the breadth of business-to-business marketing and communications.

MarketSense won the award of excellence for the KNAACK Nifty Fifty Giveaway in the Email, Customer Acquisition, Single or Campaign division, and the award of excellence for the Western Petroleum logo in the Corporate Logo division.

These wins are the most recent of MarketSense's more than 14 BMA awards in the last four years. Regarded as the "oldest, largest and most prestigious business-to-business communications award programs," the current B2 Awards recognize traditional B2B advertising as well as strategy and some business-to-consumer applications.

For more information on the closed-loop, ROI-driven MarketSense B2B marketing solutions, contact Beth Albright at 630-654-0170, x170 or ealbright@market-sense.com

About MarketSense

MarketSense (www.market-sense.com) is a full-service business-to-business marketing agency located just outside of Chicago. For more than 20 years, MarketSense has created loyal customers for its clients by fusing ideas and technology. The agency provides a highly unique mix of integrated services, including award-winning creative, closed-loop lead generation and management, and web and software development. A privately held company and a division of The Mx Group, MarketSense was named one of the top business-to-business agencies by Crain's *BtoB* magazine for each of the past four years.

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