

FOR IMMEDIATE RELEASE

MarketSense Wins Five Tower Awards in 2011 BMA Competition

BURR RIDGE, Ill. (May 22, 2011) — MarketSense, a leading full-service business-to-business marketing services company, announced today that it won five 2011 Tower Awards in the Business Marketing Association (BMA) of Chicago's annual competition. The award-winning work represents campaigns and promotions for three top clients — Cision US, KNAACK and vAuto — as well as a self-promotion project.

Specifically, MarketSense received: a Bronze Award in the Animation / Motion Graphics category for the Cision Web 3.0 project; a Bronze Award in the Social Media / New Media Campaigns category for the Cision Joe Blog campaign; a Silver Award in the Promotional Material — Special Promotions category for the KNAACK Suck It Up promotion; a Silver Award in the Exhibitions / Trade Shows — Trade Show Marketing Program category for the vAuto program; and a Gold Award in the Agency Promotion Material category for the MarketSense white paper *The Dating Guide to SEO: How to Have a Healthy Relationship with B2B SEO*.

The annual Tower Awards acknowledges business-to-business sales and marketing campaigns of superior quality that also drive significant business revenue. This year, 64 companies submitted 311 entries across 38 award categories. The BMA presented the awards at its annual gala and ceremony May 11, 2011, at Hotel Sax in Chicago.

"It's a great honor to receive such positive recognition from the BMA," said Tom Barg, executive creative director and co-president of MarketSense. "The real achievement is knowing that our work delivered what we intended: greater business opportunity for our clients."

For more information on MarketSense's closed-loop B2B marketing solutions, contact Beth Albright, vice president of business development, at 630-654-0170, x170, or at 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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