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Direct Response Marketing Company Builds Brands to Boiling Point

Two Twelve Direct launches and turns up the heat on direct marketing campaigns

PHOENIX, Ariz., Feb. 23, 2010 – Two Twelve Direct LLC, a new and innovative direct response media and marketing agency, announced this week that it will provide product and market positioning, branding and direct response media services to businesses who need help launching or accelerating the growth of cutting-edge products and brands. The agency understands the power of the extra degree and incorporates that philosophy in how they service clients and manage direct response campaigns as a whole.

The agency provides expertise in [integrated marketing](#). So, what is integrated marketing? It is the holistic approach to marketing communication. Its mission is to ensure consistency of message complemented through use of all media platforms.

At Two Twelve Direct, clients will find personalized service that offers national buying power, leading to well-branded campaigns that yield greater profits and deliver results.

“We take direct response television campaigns to that next level; we push for that extra degree. Just one degree more can truly produce exponential results,” says Michelle Green, President, Two Twelve Direct. “We hold our clients’ hands each step of the way.

Services include: product positioning, creative and production consulting; strategic media planning; media funding consultation and management; media analysis; national cable direct response and infomercial media buying; sales/lead sourcing and tracking; and much more.

About Two Twelve Direct

Michelle Green launched Two Twelve Direct after nearly 20 years of DR industry and marketing/communications experience. Well-cultivated platinum relationships with media partners and industry vendors, ensures clients hands-on campaign efficiency with attention to detail, as well as global strategies for optimal exposure.

In addition, Green understands the importance of community and stays active through participation in associations such as: NAWBO, IABC and Women Who Write.

For more information, and a complete list of services visit: www.TwoTwelveDirect.com.

