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FOR IMMEDIATE RELEASE

Local Web Design Agency Receives Two Dottie Awards Recognizing Outstanding Web Site Design and Development in Northern California

El Dorado Hills, CA – Specialized Marketing Agency, an El Dorado Hills-based Web design and online marketing agency was recently presented with two Dottie Awards, recognizing outstanding Web site design and development in Northern California.

Specialized Marketing was chosen to receive a Dottie Award for two of its Web site creations: The Make-A-Wish Foundation of Sacramento & Northeastern California at www.makeawish-sacto.org and its own company Web site at www.specializedmarketing.com. A third Web site designed by the Agency, the El Dorado Hills Chamber of Commerce at www.eldoradohillschamber.com, was chosen as a Finalist, but did not win the final award.

Now in its seventh year, the Dottie Awards honors the accomplishments of Northern California based businesses, governmental agencies, organizations and individuals that represent the most creative, innovative, and user-friendly Web sites on the World Wide Web. This year's awards ceremony was held at the Crest Theatre in downtown Sacramento on March 12, 2004. A panel of 40 judges, provided by TechCoire and the American Marketing Association Sacramento Valley, reviewed and evaluated over 500 nominated Web sites using four criteria: purpose, content, navigation, and design. Of those nominated sites, 71 were chosen as finalists in 16 different categories. More information about the Dottie Awards can be found at www.thedotties.com.

"The Dotties does a great job of recognizing the hard work of those involved with building and maintaining Web sites in Northern California. My Agency is thrilled with this honor and humbled by such outstanding competition," remarked John Merry, owner of Specialized Marketing Agency.

Specialized Marketing Agency is a Web design and online marketing agency based in El Dorado Hills, CA. Throughout its ten year history, the Agency has developed hundreds of Web sites for companies across the country. Specialized Marketing is proud to be a

member of the Sacramento Metropolitan Chamber of Commerce, the El Dorado Hills Chamber of Commerce, the Web Marketing Association, the HTML Writers Guild, and the International Webmasters Association.

For more information about Specialized Marketing Agency, please contact John Merry at 916-941-1180. Or visit www.specializedmarketing.com.

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