

ROSEN

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Rosen to keynote international marketing conference

PORTLAND, Ore. — Sweden's largest gathering of direct marketing professionals has invited Portland's Richard G. Rosen to be its keynote speaker on March 15. Called *Guldnyckeln*, which means "the gold key," the Stockholm conference brings together more than 300 marketing and advertising professionals for seminars and awards.

SWEDMA is the sister organization to the Direct Marketing Association in the United States. It is Sweden's leading association of business and nonprofit organizations using and supporting direct marketing tools and techniques.

Richard Rosen is recognized throughout the world as an expert in converging branding and direct marketing. He recently launched a new firm ROSEN, based in Portland, Ore.

"Richard Rosen's thoughts of the future integration between brand advertising and direct marketing has already received the highest level of interest among marketing executives in Sweden," said Anders Kasberg, chief executive officer of SWEDMA. "We are looking forward to have Richard Rosen here, presenting the full scope of his brand-interaction model and the Rosen Velocity Scale."

Rosen will present a full-day seminar on his patented methodology that increases marketing and visibility effectiveness. Using a sophisticated convergence of branding and direct marketing, Rosen developed a proprietary method called *Brand-Interaction™ Marketing and Advertising* to communicate with individuals and strengthen brand relationships. "This approach builds loyalty, creates dialogue, respects the individual," Rosen said. "It can deliver three-to-seven times the interaction of any previous model with the right balance of creative copy, image and offer."

For more than 15 years, Rosen has consulted with clients around the world to transform their marketing and advertising campaigns into a cost-effective business model.

About ROSEN

ROSEN, originally was founded in 1990 as Rosen/Brown Direct. In 2003, the firm changed its name to AlloyRed as part of a rebranding effort. Rosen's method is a proven approach that has generated prized work for a diverse range of clients, including General Electric, Dell, Capital One, MetLife, 3M, Lucent, Genworth Financial, TaylorMade Golf, PGE, U.S. Bank, Select Comfort, Viking River Cruise Lines, Outrigger Resort International, Modern Postcards and Disney. His work is recognized by marketing experts at Harvard, UC Berkeley and DePaul University, and has been featured in numerous publications.

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