

ROSEN

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ROSEN reclaims his established brand

PORTLAND, Ore. — Richard G. Rosen, an expert in converging branding and direct marketing, is reclaiming his own brand by changing his agency's name from AlloyRed to R O S E N.

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.

“When we first changed our name, everyone wanted to know, 'what happened to Rosen?’” explained Richard G. Rosen, founder, president and CEO of the firm. “For several years, I've been hounded by customers and colleagues, from New York to London, asking that I change it back.”

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.

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.”

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.

In 2004, Rosen was presented the Caples Organization's Emerson Award for exemplary service to the marketing and creative community. In 2003, he was given the first ever "B-to-B Marketer of the Year Award" by the International Direct Marketing Association.

Rosen's firm has achieved 28 International Echo Awards, more than any other firm. His work is recognized by marketing experts at Harvard, UC Berkeley and DePaul University, and has been featured in numerous publications.

For more information, go to www.rgROSEN.com.