



Walters Joins SYNERGY Direct Response

SYNERGY Direct Response announces that Shayne Walters has joined their New Business Development team. He will be based out of their corporate offices in Santa Ana, CA.

Mr. Walters has over 25 years of experience in providing dynamic and innovative new business sales solutions to the consumer marketing and advertising industry. He will now have responsibilities in helping to grow SYNERGY Direct Response's customer base and driving new sales revenue.

Mr. Walters joins SYNERGY Direct Response from PowerDirect Marketing, the nations leading direct to door advertising firm, where he was Vice President of Business Development and helped grow the company from a regional firm to national advertising service provider. Walters improved company sales by 33% while increasing customer base by 70 new clients across many business to consumer marketing categories including retail, telecommunication, financial, insurance, theatrical entertainment, supermarket, health & beauty care and, consumer packaged goods. His efforts resulted in \$8 million dollars in new sales revenue during his 4-1/2 year tenure. He was also responsible for changing the industry name from the negative "door hangers" to the now widely accepted moniker of "front door marketing."

Walters also brings years of experience is reaching Hispanic consumers. At PowerDirect, he was responsible for 90% of all Hispanic related business. He also founded Carmen's Cupones y Consejos (Carmen's Coupons, Tips and Advice), a bi-monthly cooperative direct mail program segmented to U.S. Hispanic females nationwide. Additionally, he was Director of National Sales at Money Mailer, LLC and, a Senior Sales Executive at R.R. Donnelley.

John Rogers, President of SYNERGY Direct Response, states, "We are excited to have someone of Shayne Walters experience to join our new business development team. With our continued expansion and recent investments in printing equipment, letter shop, and mail delivery quality controls, Shayne will provide sales relationships across many business to consumer marketing categories needed to maintain our excellent level of customer support and service while creating new strategic opportunities for advertising distribution through direct mail."

About SYNERGY Direct Response:

Since 1989 the founders of Synergy Direct Response have provided full service Direct Response Mail Services. Our Agency is privately held and has a diverse client base ranging from local small businesses to Fortune 500 customers. We service customers in both the B2B and B2C segments. Having been involved in the creation, design and production of over 500 million pieces of mail we have the experience to help our clients be more successful.

Our Mission:

At Synergy Direct Response our primary goal is to produce quality direct response materials that generate consistent response for our clients. We achieve this by first having a clear and comprehensive understanding of your marketing expectations and then finding solutions for achieving your desired results. Add to this our commitment to on time, on budget and profitable direct marketing programs and you'll understand why we are recognized as a premier direct response agency.

