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# Press Release

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## **LEV PROMOTIONS NAMED FINALIST IN 2009 SAN DIEGO REGIONAL CHAMBER OF COMMERCE SMALL BUSINESS AWARDS**

SAN DIEGO, CA, MAY 19, 2009: Lev Promotions has been named a finalist in the Marketing division of the San Diego Regional Chamber of Commerce's 2009 Small Business Awards Competition.

Lev Promotions' entry was a self-promotional marketing campaign built on the theme, "We solve your marketing puzzles." The specific program submitted involved a direct mail piece which included a foam puzzle calendar cube/pen holder with an offer of complimentary setup fees for a limited time. The promotion's goal was a 5% response rate and a 500% ROI within one month of the mailing. The program realized an 8% response rate with a 700% ROI within one month. This was the first part of a year-long themed campaign with quarterly direct mail promotions.

The Chamber will announce the winners in all divisions of the 2009 Small Business Awards on May 27<sup>th</sup> at a luncheon at the Town & Country Resort. For more information, go to [www.sdchamber.org](http://www.sdchamber.org).

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Lev Promotions is a marketing solutions company that creates effective, targeted promotional programs that help companies achieve: customer acquisition, retention & reacquisition, employee acquisition & retention, employee safety goals, brand name recognition, customer & employee appreciation program implementation. For more information please call (619) 697-2045. e-mail [info@levpromotions.com](mailto:info@levpromotions.com), or visit [www.levpromotions.com](http://www.levpromotions.com).

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