

# CCM Marketing, a Leader in Direct Response Media Placement, Celebrates Its 5th Anniversary

SAN LUIS OBISPO, CA – July 19 (SEND2PRESS NEWSWIRE) – CCM Marketing, Inc., a leader in national direct response media, specializing in Sports, Health and Fitness products, is celebrating their 5 year anniversary. Co-owners Suzy da Silva and Nicole Licata, launched CCM Marketing on July 19, 2001.



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Co-owners of CCM Marketing Inc., Suzy da Silva and Nicole Licata, wish to THANK all of their employees, clients and business associates for a very successful first 5 years.

“After a very stressful first year due to the 9/11 terrorists attacks, we have learned what it takes to make CCM’s business successful. Treat others with respect, work hard and don’t forget to have a little fun along the way,” stated Nicole Licata.

“The Direct Response industry is in constant change, we have been very successful with focusing on our client’s needs for effective communication,” says Ms. da Silva. “We are fortunate to have such solid relationships with stations, networks and our vendors, it has really helped fuel our success.”

Director of Media, Richard Zeeb said: "CCM provides the best media placement and campaign management for our direct response clients on television, print, Internet and now international sales on a global basis. Media placement is always growing and CCM grows with it."

"Attention to detail in analysis of media and call results, constant fine tuning, and the ability to respond to a changing media landscape, that's CCM Marketing," said Connie Boeka, Director of Sales at West Corporation.

Ms. Licata and Ms. da Silva want to say "Thank You" to all of their past and present clients for having the courage and imagination to use DRTV to launch their new products.

For more information, visit [www.ccmmarketing.com](http://www.ccmmarketing.com) or contact: Richard Zeeb, zeeb@ccmmarketing.com, Phone 805 788 0966, or Fax 805 788 0723.

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