



Direct Innovations Wins Stevie Award® in 6th Annual Stevie Awards for Women in Business

Direct Innovations won a Stevie Award for Best Entrepreneur – Service Businesses - up to 100 Employees - Advertising, Marketing, and Public Relations in the Stevie Awards for Women in Business.

Houston, TX, November 20, 2009 --(PR.com)-- Stevie Awards were handed out in categories including Best Entrepreneur, Best Executive, Lifetime Achievement, and Women Helping Women at the gala event at New York's Marriott Marquis Hotel on November 13. More than 1,100 entries from organizations of all sizes and in virtually every industry were submitted for consideration.

In winning the Stevie, Amberly Allen beat out other eleven other finalists for Best Entrepreneur - Service Businesses - Up to 100 Employees - Advertising, Marketing, and Public Relations including Maryann Walker, Founder and CEO, Walker Advertising and Melinda Partin, CEO, Worktank. Amberly Allen was also a finalist for the Best Young Entrepreneur among 10 other entrepreneurs under the age of 30.

Amberly Allen, at 24 years old took \$5K in savings and started Direct Innovations, a boutique marketing company. In just four years, she has transformed it into one of the fastest growing businesses in Houston, Texas. In the first eight months in business, as the only employee, sales reached \$1 Million. Today, in her fourth year, sales top \$3 Million annually and the company is home to eight employees.

“Our success is based solely on our customers' success - the first customer we signed is still our customer today.”

The Stevie Awards for Women in Business are governed by a Board of Distinguished Judges & Advisors that features many leading women entrepreneurs and luminaries in business. Members of the Awards' Board selected Stevie winners from among the finalists. Finalists were chosen by business professional worldwide during the preliminary judging period.

“I am so excited and honored to have won this award - it feels great to have been recognized for all the hard work and am excited to see what the future holds!” - Amberly Allen

Details about the Stevie Awards for Women in Business and the list of honorees are available at www.stevieawards.com/women.

About Direct Innovations:

Direct Innovations is a full-service direct marketing company, utilizing the latest in technology and innovation to design and produce dynamic, effective campaigns that get results. Direct Innovations is a company who believes that sales is a science and is the leading outsource provider of intelligent, real-time sales and marketing productivity solutions. Our expertise in the areas of prospect identification and retention free our clients to focus on the core-competencies of their business. Our solutions allow our clients to improve customer acquisition rates and create new revenue opportunities. We understand the



importance of marketing strategy and our commitment and integrity separate us from our competition. Learn more about Direct Innovations at www.dimarketing.net

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

Sponsors of the 6th annual Stevie Awards for Women in Business include the Business TalkRadio Network, Covario, Inc., and KeyBank. Localization partner of the 2009 Stevie Awards is Lionbridge.

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