

TOMARKIN/GREENAWALT, INC.

DIRECT MARKETING CREATIVE SERVICES AND CONSULTATION

PEGGY GREENAWALT, PRESIDENT/CREATIVE DIRECTOR

PEGGY GREENAWALT has 25 years of experience in the direct marketing field, first as a copywriter, then as a creative director, specializing in direct mail, direct response television, radio, print, and, now, web sites. A winner of numerous prestigious creative awards and judge of many awards contests, Peggy is listed in Who's Who in Advertising, Who's Who in America, and Who's Who in Direct Marketing Creative Services. She is a Past-President of the Westchester Association of Women Business Owners. She has been featured on ABC's *Channel 7 Eyewitness News*, in *The Journal News*, and *The New York Times*.

Her most recent experience before starting Tomarkin/Greenawalt was as Senior Vice President/ Creative Director of D'Arcy Direct, the direct marketing arm of D'Arcy, Masius, Benton & Bowles. Prior to that she served as Vice President/ Associate Creative Director at Ayer Direct. She began her direct marketing career as a copywriter at Wunderman.

TOMARKIN/GREENAWALT HAS PROVIDED CREATIVE SERVICES AND DIRECT MARKETING CONSULTATION FOR:

American Cancer Society	Hearst Magazine Group	Southern Progress Corp.
American Express	CosmoGirl!	Coastal Living
Bank of New York	Cosmopolitan	Health Magazine
Bloomberg Personal Finance	Country Living	Southern Living
Book-of-the-Month Club	Country Living Gardener	Sports Illustrated for Kids
Children's Television Workshop	Esquire	Time-Life Books
Citibank	Harper's Bazaar	Time-Life for Kids
Condé Nast	Healthy Living	Tufts University Health & Nutrition Letter
Gourmet	House Beautiful	TWA
Consumers Union	Lifetime	Vanguard Media
Consumer Reports	Marie Claire	Honey
CR Travel Letter	Offspring	Savoy
Zillions	Smart Money	Vibe
The Walt Disney Company	Talk	Weider Publications
The Equitable	Town & Country	Natural Health
Essence Publications	Johnson & Johnson	Jump
Essence	Kidder, Peabody & Co.	Shape
Latina	Lamaze Family Magazine	Wildlife Conservation
Exxon	Lenox China	CLIENT RESPONSIBILITIES AT PRIOR AGENCIES INCLUDED:
Fairchild Publications	Manufacturers Hanover	Amoco Motor Club
Jane	Medco Containment	AT&T
W Magazine	Natural History	Avon
G&J USA Publishing	Newsweek	Banquet Foods
Child	North American Affinity Clubs	Bear, Stearns & Co.
Family Circle	Oxmoor House	Business Week
Fast Company	Cooking Light Books	Casablanca Records
HomeStyle	Sunset Books	Columbia House
McCall's	Health Books	Condé Nast
Rosie	Weight Watchers Books	The Equitable
YM	PC World	GEICO Insurance
Gerber Life	Primedia	General Motors
Golf Digest	American Demographics	Grolier Enterprises
Golf For Women	Seventeen	Harlequin Romances
Grolier Enterprises	Reader's Digest	J.C. Penney Financial
Guide Dog Foundation/Blind	Rodale Press	Johnson & Johnson
Guideposts	Betty Crocker Books	KISS (rock music artists)
Hachette Filipacchi Magazines	New Woman	Southwestern Bell
Elle	Smithsonian Magazine	Time-Life Books
ELLEgirl		Xerox