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Election Trust Powers DRMA Award eVoting Inaugural ‘Marketer of the Year’ eVoting Closes...But Wait, *There’s More!*

Bellevue, WA (September 4, 2009) - **Election Trust**, working with **Response Magazine**, has closed secure online voting for the first ever **Direct Response Marketing Alliance (DRMA) Marketer of the Year Award**. This freshly minted 2009 award will annually recognize the outstanding performance, accomplishments and innovation of a marketing company in the direct response industry.

“Our finalists and the winner have been determined by an eVote of Direct Response industry marketers, suppliers, vendors and service providers across North America”, said John Yarrington, publisher of Response Magazine. “Election Trust allowed us to offer our award voters a secure, easy and Third Party-certified online balloting experience”.

Election Trust, a provider of secure and transparent balloting management, was equally pleased with the opportunity to host the inaugural DRMA Marketer of the Year Award eVoting.

John Bodin, Election Trust Managing Partner, elaborated. “We love enabling secure and measured peer acknowledgement amongst professionals who take their work seriously. That is true whether those kudos go to a product, performance or, in this case, a DR marketing company”.

So, who won this battle for peer recognition amongst North America’s heavy ‘infomercial’ hitters?

“The finalists and 2009 winner will be announced at a DRMA ceremony this month in Vegas.” Bodin concluded, “Stay tuned...”

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About Election Trust (www.electiontrust.com)

Election Trust brings together veteran election professionals and proven technology to provide the most innovative, efficient and secure voting solutions available today. In the Private Sector Election Trust specializes in providing the cutting-edge technology, expert integration consulting and mission-critical support any kind of balloting required, be it online, on paper or a ‘Hybrid’ of both.

About Response Magazine & DRMA (www.responsemagazine.com)

Response Magazine, along with its website, digital edition (Response Digital) and weekly E-newsletter (Response This Week) provides targeted, cutting-edge content for professionals involved in all facets of direct response marketing, including DRTV, radio, interactive TV, the Internet and all areas of DR print. The Direct Response Marketing Alliance (DRMA) is an alliance for professional marketers that creates business opportunities through networking, education, branding and exposure.