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Media & Advertising

WEBDENDA

People and Accounts of Note

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Schwan's Home Service, Marshall, Minn., a division of the Schwan Food Company that offers home delivery of frozen foods, is teaming up with the Intellivent Group, New York, for advertising and marketing. Under the agreement, Schwan's customers will receive from advertisers product samples, promotions on delivery bags, catalogs and other materials. The initial advertisers signed by Intellivent include DirecTV and InfoDish.