



For Immediate Release

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American Marketing Association (AMA) Develops Extensive Online Resource to Connect Professionals and Suppliers

Irving, TX, June 10, 2011 – The American Marketing Association (AMA) is excited to announce the development of a premier online tool aimed at helping marketers get connected with marketing suppliers.

AMA has partnered with Irving, TX-based web publishing company MultiView, Inc. to create the *AMA Marketing Resource Directory*, an online guide containing only products and services relevant to marketing professionals.

The *Directory* features products and services aimed towards helping AMA members and other industry professionals find cost-effective and convenient business and marketing tools.

This comprehensive and easy to navigate directory provides marketers with a clutter-free way to browse for services, searching only within the parameters of the marketing profession. Users of the *Directory* can utilize either a basic search by keyword or an advanced search using a company name, exact phrase or geographic location.

Not only does the *Directory* aid marketing professionals, it gives suppliers a unique opportunity to showcase their offerings as well. Vendors now have the ability to present their services directly to those industry-specific buyers they have been looking to target.

Listed suppliers can further connect with users through a completed listing, featuring: contact information, a quick e-mail option, location and links to the company's website and social media pages. Suppliers also have the option of highlighting specific products in the Product Showcase section of the *Directory*.

The *Marketing Resource Directory* is easily accessible through the AMA website at MarketingPower.com and at MarketingResourceDirectory.MarketingPower.com.

About the AMA

The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information/resources, education/training and professional networking. AMA members are connected to a network of experienced marketers nearly 30,000 strong and include leading marketing academics, researchers and practitioners from every industry.

About MultiView

MultiView, Inc. is the number one publisher of association-branded digital media solutions. Through state-of-the-art online buyer's guides and e-news briefs, a MultiView partnership surpasses electronic targets and member benefit expectations. Utilizing the largest, most successful digital ad network in the world of associations, MultiView provides unparalleled service and member engagement. Find out why MultiView is the leading provider of industry-specific buyer's guides and e-news briefs in the world of associations today.

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