



ANNOUNCEMENT

The American Marketing Association Forms Strategic Partnership with Ready Talk

Chicago, IL (June 11, 2009) – The American Marketing Association (AMA) and Ready Talk, a leading provider of audio conferencing and Web conferencing solutions, today announced an agreement designed to benefit AMA and its members by providing the resources and customer support to build successful webcasts and podcasts.

“We are extremely excited about our new relationship with Ready Talk”, said Nancy Costopolous, Chief Marketing Officer of the AMA. “Ready Talk has been an active partner providing marketing support and educational outreach through the AMA weekly webcast series. With the new agreement, our members and chapters can take advantage of Ready Talk’s technology platform and customer service at a competitive price. ”

In addition to the AMA, Ready Talk provides Web and audio conferencing services to business and associations ranging from the American Medical Association to the Small Business Association and Wells Fargo. Since 2001, Ready Talk has helped businesses generate leads and nurture prospects through targeted webinar programs, communicate effectively with toll-free audio in over 80 countries and increase the productivity of their workforce.

Shawn Murry, Director of Business Development at Ready Talk states “Our relationship allows us to introduce the AMA and its members to the business benefits of Web and audio conferencing. We are excited to share what we have learned over the years about webinar programs with the AMA and to support their endeavors to create more value for their chapters and members.”

For more information, please visit Ready Talk at <http://pages.readytalk.com/amaoffer.html>

About ReadyTalk

ReadyTalk has leveraged referrals from delighted customers to become one of North America’s fastest growing audio and web conferencing service providers (<http://www.readytalk.com/about/press/>). These referrals result from the company’s consistent focus on delivering highly reliable services that are easily used on any computing platform and backed by outstanding personalized support. Customers use ReadyTalk every day – as an environmentally responsible alternative to travel – to confidently conduct remote meetings, training sessions, sales demos and webinars. ReadyTalk has been headquartered in Denver, CO since its founding in 2000. For additional information or to explore a no-risk trial, please call 800.843.9166 or visit www.readytalk.com.

About the [American Marketing Association](#)

The American Marketing Association is the largest marketing association in North America. It is a professional association for marketing leaders, thinkers and doers and is the only organization that brings together Marketers, across all specialties, to collaborate and inspire one another. Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their expertise, elevating their careers and ultimately, achieving better results.

American Marketing Association offers highly acclaimed Training Series, professional conferences, and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, [MarketingPower.com](#), is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices.

For more information on the [American Marketing Association](#) please visit [www.MarketingPower.com](#).

###