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March 28, 2010

CONTACT:

Tracy Clouser

Director of Public Relations

AMA Tampa Bay

813-838-0410

pr@amatampabay.com

American Marketing Association Announces Partnership with MediaDyme

New Chapter Sponsor to Facilitate E-Communications For Tampa's Largest Marketing Organization

TAMPA, FL- [March 28, 2010] - The Tampa Bay Chapter of the American Marketing Association (AMA Tampa Bay) is pleased to announce its partnership with MediaDyme, a full-service email, SMS and variable print marketing company, to provide comprehensive email communications for the Chapter. The sponsorship will allow MediaDyme to successfully implement a new marketing strategy that will fundamentally change the way the organization currently engages its current and potential members.

"We are excited about this unique opportunity to not only support but also enhance, AMA Tampa Bay's existing email communications," said Robert Williams, founder and CEO of MediaDyme. "Since we're a fluid company and offer a multitude of direct marketing channels, we understand the challenges and the overall landscape of the contemporary marketing environment, so we can help the chapter achieve its goals."

AMA Tampa Bay has nearly 400 members from various sectors in the marketing and advertising industry. Its goal is to provide professional enrichment, networking opportunities, and industry news to its members. This year, several local marketing and communication companies have been added to the AMA Tampa Bay sponsor roster.

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“We work hard to identify key partnerships with organizations that can transform and improve our overall effectiveness and enhance its relationship with our members,” said Colleen Chappell, President of AMA Tampa Bay. “With its progressive email communication tools, MediaDyme was a natural fit for achieving this goal.”

Williams also noted that he and his team gained valuable benefits from AMA membership which inspired them to help other members get the most out of membership. For more information about any of the chapter’s events, log on to www.amatampabay.org.

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About AMA Tampa Bay

The Tampa Bay Chapter of the AMA, (AMA Tampa Bay), is a not-for-profit organization dedicated to educating the professional marketing community. With nearly 400 members, it is one of the fastest growing American Marketing Association chapters in the United States. The organization provides networking opportunities and programming on a variety of marketing and communications topics through monthly luncheons, digital special interest groups, and special events. Monthly events are open to members and guests and feature speakers from well-known companies and brands from both the Tampa Bay area and nationwide. For more information log on to www.amatampabay.org

About MediaDyme:

Based in Tampa, Fla., MediaDyme serves the national market with a unique marketing campaign management platform that optimizes customer and prospect communication management. MediaDyme delivers customers significant cost-effectiveness and added efficiency by combining email, SMS, and variable print marketing activities into one streamlined system. Their integrated approach to delivering and managing dynamic, multi-faceted marketing campaigns empowers marketing departments to attain seamless 1:1 marketing—without the effort or complications of managing multiple vendors and accounts. MediaDyme’s web-based management system requires no software download, so clients can manage their campaigns from virtually anywhere. MediaDyme’s philosophy is to reach customers through their preferred channel. At MediaDyme, we help you speak your customer’s language, for convenient, convincing multi-directional conversation.