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AMA ATLANTA ANNOUNCES 2008 AMY AWARDS SPONSORS

Atlanta businesses honor marketers who've made their mark

ATLANTA (January 30, 2008) – The Atlanta Chapter of the American Marketing Association (AMA Atlanta) and the 2008 Atlanta Marketer of the Year (AMY) Awards committee have announced the sponsors for this year's award's ceremony, which will be held at the Fox Theatre on March 27 from 5:30 p.m. to 9:45 p.m.

Sponsors for the 2008 AMY Awards include:

- **The Titan Agency** – Visual Brand Partner
- **Bull's Eye Creative Communications** – Web Site Partner
- **THP Graphics Group** – Printing Services Partner (Bronze Sponsor)
- **FSI** – Fulfillment Services Partner
- **Color and Magic** – Event Photography
- **AirTran** – Official Airline

“AMA Atlanta is fortunate to have the continuing support of businesses and entrepreneurs in Atlanta,” said Patrick Fitzmaurice, AMA Atlanta president. “The AMY Awards is our chapter's marquee event, and the contributions from our sponsors enable us to recognize and celebrate the best in marketing projects and campaigns in Atlanta.”

For the second year in a row, The Titan Agency is responsible for the creative direction behind the 2008 gala theme, connecting the AMY Awards tagline – marketers who've made their mark – to the element water. Like water, marketing is an essential element of business that, when done right, can leave an indelible mark for years to come. Additionally, this theme is reflected in the 2008 edition of the AMY Awards Web site (www.amyawardsatl.com) developed by Bull's-Eye Creative Communications.

The AMY Awards not only celebrates results-driven marketing programs, it also honors leaders who drive and inspire their teams to excellence and achievement. Marketers will be presented 30 awards across 10 different group categories, representing an array of marketing disciplines -- from branding to search marketing, social media to advertising. Additionally, two individuals will be honored for their leadership and achievement in 2007 in the Agency and Corporate Marketer of the Year awards.

The Call for Entries period ends Feb. 1, and a late deadline of Feb. 15 has been added. Submission guidelines and forms can be downloaded at www.amyawardsatl.com.

Tables and tickets for the awards ceremony will be available Jan. 30. For more information about the AMY Awards, including event tickets, submission guidelines and registration forms, visit www.amyawardsatl.com.

About the Atlanta Chapter of the American Marketing Association

As part of an international organization, which consists of 45,000 professional marketers in more than 100 countries, AMA Atlanta is the country's fourth largest chapter with almost 1,000 members. The Atlanta chapter is designed to provide the city's diverse marketing professionals with a network of contacts and resources, continuing education and professional advancement opportunities. Programming is divided into monthly signature luncheons, special interest

group meetings, networking mixers and the annual AMY awards, during which the Atlanta Marketer of the Year will be announced. And a new mentorship program will be launched this fall -- which will add to the value that is provided to members. Atlanta was named "Best in Class Chapter" for its size category and received Special Merit Awards for strong performance in the following areas: finance, member recruitment, collegiate activities. To learn more, visit www.ama-atlanta.com.

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