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**Cincinnati Chapter of American Marketing Association (AMA)
Wins Chapter Excellence Award**

(CINCINNATI; November 12, 2007) – The Cincinnati Chapter of the American Marketing Association (AMA) proudly announces it has won the Membership Overall Excellence Award and Continuing Excellence Award for 2006-2007 year. The Membership Overall Excellence Awards recognizes chapters in 4 keys areas: member recruitment, member retention, member satisfaction and member communications. The Continuing Excellence Award is given to any chapter winning any Chapter Excellence Award (CEA) for five years in a row or more. Sponsored by the Professional Chapters Council of the AMA, the CEA program recognizes and rewards excellence in chapter leadership and operations. The Cincinnati Chapter will be recognized for these two awards at the AMA’s Annual Leadership Summit in April 2008 in Chicago.

“We are proud of all of our accomplishments in the 2006-2007 year such as a 12% increase in membership and adding two additional Special Interest Groups and a Young Professional Group. It was a great year for the Cincinnati Chapter and we are happy to be recognized by the Professional Chapters Council of the AMA for our hard work and efforts.” said Chris Grabarkiewicz, 2006-2007 year President of the Cincinnati Chapter of the AMA.

“CEA winners demonstrate the exceptional overall value of membership in the AMA,” says Dennis Dunlap, AMA’s Chief Executive Officer. “By representing best practices and maintaining a strong sustainable chapter at the local level, the Cincinnati Chapter enhances AMA’s strong brand reputation as an advocate for

marketing and as an essential resource for marketing professionals worldwide and in the local Cincinnati community.”

About Cincinnati Chapter of the American Marketing Association

The Cincinnati Chapter of the AMA was founded in 1940 to promote the advancement of marketing in Greater Cincinnati. The chapter, with its 600+ members, is recognized as the preeminent organization for professional growth and networking among Cincinnati-area marketers. Visit the Cincinnati Chapter of the AMA on the web at <http://cincinnatiama.org>.