



Contact
Granville Loar, Executive Director
Association for Accounting Marketing
Phone: 816.221.1296
Fax: 816.472.7765
E-mail: granville@accountingmarketing.org

FOR IMMEDIATE RELEASE

Forty Awards Distributed to Honor Top Marketing Tactics
Association for Accounting Marketing Announces Marketing Achievement Award Winners

San Diego, Calif. – The Association for Accounting Marketing distributed 40 Marketing Achievement Awards (AAM-MAAs) to 30 different firms to recognize their outstanding achievements in the areas of accounting marketing and communications.

A panel of judges, including professionals in advertising, consulting, professional services and marketing, judged nearly 250 entries in 19 different categories. Accounting firms from all over the United States and Canada competed in two divisions — under \$15 million in revenues and over \$15 million in revenues. Categories included Web site design, collateral/identity materials, niche business development and print advertising for CPA firms.

This was the 14th year the annual awards were presented. Winners were announced at the organization's 19th Annual Conference, *AAM Summit 2008, Wild on Marketing* in San Diego, Calif. on June 5, 2008.

A complete list of the winners, by category, is attached.

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The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The members are comprised of marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers.