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FOR IMMEDIATE RELEASE

AVALA LAUNCHES NEW WEBSITE

St. Louis, Mo. – June 12, 2008 – The AVALA Marketing Group, a leading research and marketing firm in the recreation and leisure industries, announces the launch of its new website. Expanded features and content include an updated overview of the company's unique three-phase approach, which reaches across multiple channels to manage and enhance relationships with customers through its use of customer identification, customer conversion, and customer retention strategies.

"Our online visitors will now receive a more comprehensive view of what AVALA has to offer its clients," says Steve Pizzolato, president of The AVALA Marketing Group. "We've expanded our reach to go way beyond just delivering messages; we're about nurturing the relationships consumers have with brands to generate positive return on investment."

The site was rebuilt from the framework out to provide quick and direct access to all resources, including client testimonials, news, and professional alliances. "The new website has a fresh look yet maintains a commitment to quality and easy access to information," says Pizzolato.

"About Us" provides a brief history of AVALA, while "Approach" describes how the company reaches across multiple channels to manage and enhance relationships with customers. "Client Work" features interactive examples of case studies and a virtual portfolio exhibiting client work, both of which allow users to see how AVALA uses its expertise to address specific goals and objectives for its clients.

"We can point at our growing list of satisfied clients as evidence of our success. Over the past ten years, AVALA has continued to build on its strengths and demonstrate real staying power," says Pizzolato. "Our work is well represented by this new website, and we encourage anyone who would like more information on AVALA and its services to visit us online and contact us with queries."

The new website can be found at www.avalamarketing.com.

ABOUT AVALA

Established in 1997, The AVALA Marketing Group is one of the top marketing firms specializing in the recreation and leisure industries. It's regional, national and global approach focuses on interactive services, mobile marketing, customer relationship management, database design and management, marketing research and analysis, customer satisfaction indexing, lead management, event marketing, promotions, training, brand advertising and creative services. Additional information about AVALA is available at www.avalamarketing.com.

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