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FOR IMMEDIATE RELEASE

AVALA SERVES UP TWO NEW RESTAURANT CLIENTS

St. Louis, Mo. – Dec. 15, 2008 – Strategic research and marketing firm The AVALA Marketing Group continues to broaden its client base by being chosen to represent La Salsa and Mr. Goodcents, two fast-casual restaurants located in St. Louis, Mo. Specifically, AVALA will provide interactive marketing solutions with the intent of reaching and positively influencing today's on-the-go consumers.

"Our interactive marketing team is excited to provide these two restaurants with the best strategies and tools to help harness the increasing power of the Internet and mobile media," said Steve Pizzolato, president of AVALA. "Our work will include on-site data capture, e-mail campaigns and special incentives to attract new and existing customers and entice them to increase the average price of their orders."

In addition, AVALA offers Short Message Service (SMS) mobile marketing campaigns, electronic Customer Relationship Management (eCRM) programs, banner ads, paid search engine maintenance, and advanced web analytics and consulting services. AVALA is always willing to work with clients to find the interactive package that fits each unique market and circumstance.

ABOUT AVALA

Established in 1997, The AVALA Marketing Group is one of the top marketing firms specializing in the recreation industry. 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 full creative services. Additional information about AVALA is available at www.avalamarketing.com.

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