



For more information contact:
Brad Kovach
The AVALA Marketing Group
1078 Headquarters Park Drive
Fenton, MO 63026
Phone (636) 343-9988
bradk@avalamarketing.com

FOR IMMEDIATE RELEASE

AVALA CELEBRATES TEN SUCCESSFUL YEARS

St. Louis, Mo. – Oct. 15, 2007 – The AVALA Marketing Group, a leading research and marketing firm in the recreation industry, announced today that it is celebrating the completion of its tenth year in business. AVALA started as a database marketing agency focused on maximizing consumer relationships through customer loyalty/satisfaction, prospecting and competitive analysis. Today, it continues to apply its expertise in database design, management and marketing while also offering an extensive list of strategic client services that includes advanced interactive marketing and award-winning creative capabilities.

“We start every client relationship with the collecting, sharing and analysis of market data. That’s the reason we’ve been successful, because we have that foundation to build from,” says Steve Pizzolato, President of The AVALA Marketing Group. “We strive to become a seamless and integral part of our clients’ organizations and to add strategic or tactical value in every interaction.”

In 1997, AVALA opened its doors with just two people and one office. Today, it employs more than 50 professionals and has offices in Central Florida and Knoxville, in addition to its St. Louis-based headquarters. Over the past decade, the agency has secured contracts with some of top companies in the marine, power sports and recreational vehicle industries.

“We only work with clients who are passionate about their brands. Likewise, we love our work, and our staff is one of the most experienced in the recreation industry,” says Pizzolato. “As we reflect on our accomplishments over the past ten years, we can point at our growing list of satisfied clients as evidence of our success. We look forward to the next ten years with great excitement.”

AVALA is a privately owned company that places emphasis on balancing sound marketing practices with advanced technological solutions. In fact, it is poised to be the first agency in the recreation industry to provide Short Message Service (SMS) mobile marketing campaigns for its clients. Other outlets of mobile marketing that AVALA offers are proximity marketing (via Bluetooth), electronically-delivered Customer Relationship Management (eCRM), and web analytics and consulting services.

“There’s no question that the marketing industry has changed dramatically over the past ten years, thanks to technological innovation in computers, electronics and mobile media,” says Pizzolato. “While many agencies have fallen behind the times, AVALA has continued to build on its strengths and demonstrate real staying power. Look for us to continue to create even more new and exciting opportunities to reach consumers in the years ahead.”

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.

###