

Expect Results

Shades of Success — Your Green Marketing Specialists

Long before it was hip to “go green,” CMA was already a pioneer in the green revolution.

We worked with the U.S. Environmental Protection Agency almost 20 years ago to launch Green Lights, an energy-efficiency lighting initiative that was the forerunner of today’s well-known Energy Star certification program.

Since then, CMA has created successful green marketing and public relations campaigns for numerous global brands, including Philips, 3M, Panasonic and PSEG, promoting energy-efficient lighting, electric utility rebates, sales incentive programs, biodegradable credit cards, solar energy and even environmentally friendly concrete.

Particularly within the green buildings and energy-efficient electrotechnology markets, CMA has a depth and breadth of marketing expertise that distinguishes the company on a national scale. CMA campaigns have been at the heart of a number of marketing initiatives which have coalesced dozens of national and global manufacturers to educate C-suite executives about the bottom line benefits of energy-efficient facilities and building systems. Through such efforts, CMA has truly played a role in both laying a foundation of awareness and continuing to drive the growing interest in the business and environmental benefits of energy-efficient products and facilities.

So if green marketing is on your agenda, we have the expertise you need. Whether your goal is to educate customers, your sales staff or the entire world, CMA can leverage the power of green marketing to drive more green to your bottom line.

Jeffrey E. Barnhart
President and CEO



CMA Launches New Website!

In celebration of our 20th anniversary, we’re introducing our brand new website. If you haven’t already taken a look, come visit us at www.GoToCMA.com.

It’s fresh and exciting, featuring pop-ups of our staff along with our vibrant new ad campaign. Also on tap: case studies, a gallery of award-winning creative solutions, the latest buzz on marketing topics and more. So tune in, wander around and see all CMA has to offer.

For more on our web design, programming and hosting capabilities, please see reverse side.



www.GoToCMA.com



CMA Puts a Fresh Face on Continuing Care

New Jersey’s Hamilton Continuing Care Center (HCCC) turned to CMA to strengthen its brand in the highly competitive eldercare services market.

CMA captured HCCC’s commitment to compassionate care by creating a heart-shaped logo with the tagline, “Caring to Make a Difference.” The campaign’s four-color ads, sales folder, brochure, stationery and multi-generational photos positioned the facility as a caring institution offering comprehensive services in a home-like setting.

CMA also designed a new sign and supported an open house event for HCCC’s new Maurice T. Perilli Rehabilitation Atrium with posters and a flat screen slide show presentation. CMA’s PR team also coordinated press coverage in regional newspapers and business publications.

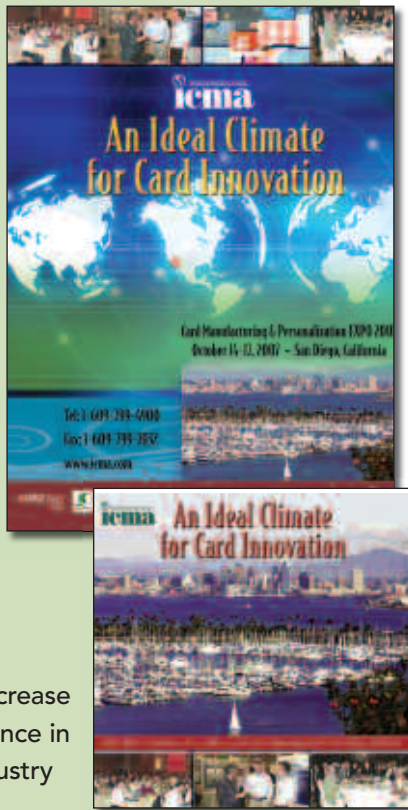


Need more information?

To discuss how Princeton Junction, NJ-based Creative Marketing Alliance can help drive marketing, branding and sales in your marketplace, call Jeff Barnhart, president and CEO, at 609.799.6000, ext. 18, email JBarnhart@cmasolutions.com, or visit www.GoToCMA.com.

Creating a Buzz...

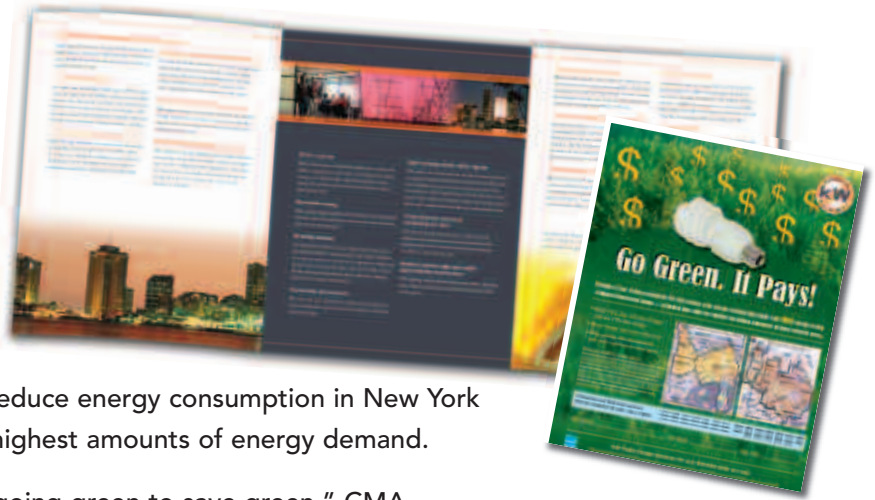
Eye-catching brochures, direct mailers and impactful publications created by CMA helped attract about 350 members of the International Card Manufacturers Association (ICMA) to the organization's Annual EXPO in San Diego, the highest attendance in seven years. CMA's event planning team, experts in tradeshow management including sponsorship and exhibitor relations, sold all available exhibitor spaces months in advance.



CMA also worked to increase visibility for the conference in card manufacturing industry publications through an aggressive public relations campaign. Articles and advertisements in *Card Manufacturing*, an industry trade magazine published eight times a year managed and produced completely by CMA, also helped to draw in a record number of attendees and inspired compliments from association members on the EXPO's success.

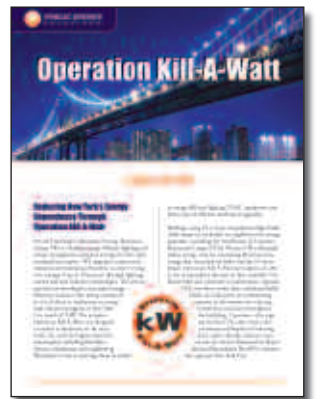
BRANDWIDTH:

CMA helped longtime client, Public Energy Solutions (PES), a brand CMA developed several years ago that is still going strong, promote the company's Operation Kill-a-Watt initiative throughout the past year. PES was contracted by Con Edison to reduce energy consumption in New York neighborhoods that have the highest amounts of energy demand.



Using the brand message of "going green to save green," CMA created an integrated marketing campaign using flyers, advertisements, press releases and feature articles to urge New York businesses to sign up for lighting upgrades using energy-efficient Compact Fluorescent Lamps (CFLs) for little or no cost.

Over two million New Yorkers were reached in 2007 through placements in more than three dozen mainstream media outlets. Operation Kill-A-Watt has also won the support of many organizations including the Manhattan and Brooklyn Chambers of Commerce, U.S. Green Building Council and New York Power Authority. Brooklyn Borough President Marty Markowitz endorsed Operation Kill-A-Watt in an open letter to all Brooklynites, urging them to conserve energy.



Websites, Digital Media and More

**Does your website need some juice?
Is it tired and bland and verging on out of date?**

If you need to take your website to the next level, CMA is the company to call. Whether you want to start a blog, add other interactive features, spruce up your e-blasts or make your website more search-engine friendly – we've got the expertise to handle it all, from conception to launch and beyond.

Our talented digital media staff has been providing sophisticated web solutions for years, including:

- Strategic planning
- Web design
- Copywriting
- Search engine optimization
- Programming
- E-blasts and more

For more information, contact Jeff Barnhart at 609.799.6000 ext.18 and we'll help you get started on a newer, better site that spotlights your brand identity and fits all your marketing needs.

On the Internet



Revamped Site Focuses on Members

Members of the Association for Convention Operations Management are taking center stage on their attractive new website (www.acomonline.org) created by CMA. Biggest hits: "Member Spotlight" profile, "People on the Move," newsletters archived by topic and a monthly poll question. All in all, a very user-friendly upgrade that's generating lots of attention.

WEB IMPACT

Look to CMA for killer websites that grab viewers' attention and hold it, by honing in with interactive impact and dead-on customer insight. When it comes to leaving competitors wondering what hit them, CMA can hunt.



EXPECT RESULTS
www.GoToCMA.com

Call Jeff Barnhart, President & CEO, at 609-799-6000 x18

