

**For Immediate Release**

## **Marketing Professionals Can Now Get Their Daily Fix**

### ***A traditional blog with an untraditional format***

Los Angeles, CA, April 7, 2006—MarketingProfs.com launched the newest extension to its marketing commentary and analysis Web site, The Daily Fix. Styled as a blog, it also includes timely business and marketing news to keep professionals and educators informed and involved in an innovative community format. New postings, comments, and news items are added every day.

The Daily Fix was created to engage readers and writers alike in a creative, thought-provoking format. However, publisher and Professor of Marketing at USC, Allen Weiss and the MarketingProfs management team have added a new dimension to the traditional blog.

“Instead of a traditional blogging site where just one person is trying to find something original and interesting to say everyday, we’ve brought together many voices to add greater diversity with stronger, “sink-your-teeth-in” postings,” said Weiss.

MarketingProfs Chief Content Officer Ann Handley, who is also co-founder and former editor-in-chief of ClickZ.com, has assembled 30 of today’s top minds in the business communication fields to contribute regularly to the Daily Fix. There will more voices added in the future, she said.

Among the regular contributors will be best-selling author Seth Godin, Web content expert Gerry McGovern, publisher and former ad agency executive Tig Tillinghast, president of Learned On Women, Andrea Learned, as well as members of the MarketingProfs management team, Director of Strategy and Development Roy Young, Weiss, and Handley herself.

“The MarketingProfs.com Web site has been successful in bringing marketing professionals together to discuss and share ideas. Adding a daily blog is just another way to bring our marketing community closer together.” said Weiss.

The news feed portion of the Daily Fix is the result of a partnership with MarketingVOX and MediaBuyerPlanner, both published by Watershed Publishing.

About MarketingProfs.com:

MarketingProfs, founded in 2000, is a comprehensive learning site for marketing professionals, with more than 185,000 members worldwide. Drawing on the expertise of more than 300 analysts, marketing professionals, and professors, MarketingProfs helps marketers all over the world – from the very largest to small start-ups – stay current and effective in the entire range of online and offline marketing areas.

In addition to the Daily Fix, MarketingProfs also sponsors an active professional forum called The Know-How Exchange, with more than 5,000 members worldwide. The site recently registered its 10,000<sup>th</sup> question posted.

Free membership to MarketingProfs includes a weekly newsletter on current issues and ideas, as well as access to the site's basic library. The site also offers more than 20 non-sponsored virtual seminars a year. Premium (paid) memberships include access to a vast Premium Library, podcasts, marketing templates, buyers' guides, benchmark surveys, and marketing guides.

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