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**Opinion Research Corporation To Host American Marketing Association Webcast  
on Multi-channel Strategy**

**PRINCETON, NJ – April 2, 2008** — Opinion Research Corporation (ORC) has teamed with the American Marketing Association (AMA) to host a webcast on multi-channel strategy geared towards Marketing professionals, taking place on April 22<sup>nd</sup> at 1 P.M. EST. The webcast will be presented by Jill Glathar, Ph.D., Vice President and Director of ORC’s Market Planning and Development Practice, and moderated by the AMA.

*“Multi-Channel Strategy - Forget What You Know; Customers See a Different World”*, will give Marketing professionals the insight they need to capitalize on the increasing growth of e-commerce and multi-channel retailing, both of which realize a 30 percent rise annually in transaction value, a critical area of top-line growth.

The webcast is available free of charge to both AMA and non-AMA members. It is appropriate for all Marketing executives, as well as those who provide support to the marketing organization. Participants will learn how to execute an effective multi-channel strategy, including determining the right multi-channel mix, pricing strategy, operational structure and brand positioning. In addition, attendees will gain an understanding of how multi-channel users differ from single-channel users in terms of brand understanding, competitive standing and purchase behavior. To register, visit <http://amaevents.webex.com>.

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**About Opinion Research Corporation**

Founded in 1938, Opinion Research Corporation, an *infoUSA* company, helps its clients grow their business by leveraging the insights of market research. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit [www.opinionresearch.com](http://www.opinionresearch.com).

**About *infoUSA***

*infoUSA* ([www.infoUSA.com](http://www.infoUSA.com)), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. Content is the essential ingredient in every marketing program, and *infoUSA* has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *infoUSA* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoUSA*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoUSA* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click [www.infousa.com](http://www.infousa.com). To get a 72-hour free trial and 100 free sales leads, click [www.salesgenie.com](http://www.salesgenie.com).