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Ascend Integrated Media selected to represent International Association of Business Communicators in advertising sales for print and online news, website and exhibit sales for annual IABC World Conference

Overland Park, KS (July 14, 2010) – Ascend Integrated Media will be providing advertising representation services for the International Association of Business Communicators (IABC) and their various media, including the award-winning *Communications World* magazine. They will also be providing advertising representation services for the IABC's digital products including the *CW Bulletin*, as well as online webinars, and exhibit sales at their International Conference.

As a custom content provider Ascend Integrated Media is uniquely experienced in the field of marketing and communications that the IABC represents and inspires. Maria Arnone, vice president, media development Ascend Integrated Media reflects on the excitement felt by the company upon being selected to represent such an established organization, "Ascend is thrilled to be chosen as the representation firm for such a prestigious and authoritative organization. What makes it even more rewarding is that as a custom media company, IABC's content is our day-to-day world. We're part of the same discipline. We look forward to developing new support for IABC's quality content-driven media."

The IABC is equally excited about the possibilities such a partnership provides. Paige Wesley, vice president, marketing and communications for the IABC expresses the organizations hopes for the future with Ascend, "we are very pleased to be working with Ascend and look forward to realizing the many opportunities that this relationship will bring."

The initial contract between the two companies will be for two years, beginning with the Fall issue of the IABC's *CW Magazine*.

About Ascend Integrated Media - Ascend Integrated Media is a custom content company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.