

**Have Technology - Will Travel. Annodyne introduces its mixed bag of expertise to a new category this year.**

**Blue Bell, Pennsylvania – May 19, 2009** – Annodyne, Inc. extends its industry leading service offerings and Internet Business Consulting to a new category this year with the announcement of Full Agency of Record for the Ann Arbor Area Convention and Visitors Bureau (AAACVB).

Annodyne's unique approach to connecting the AAACVB to potential overnight visitors will combine an effective brand strategy with a holistic, integrated multi-channel marketing campaign.

Combining both the power of the Internet with proven traditional mediums will be integral to success in 2009. Annodyne's Search Engine Optimization (SEO) and Lead Generation strategies within the CVB's newly designed website created by Phire Branding Company – a local Ann Arbor, M.I. company – will entice, engage and lead prospects through the decision-making process.

Knowing the major obstacles that lie ahead for the AAACVB, Mary Kerr, President and CEO, knew that a unique strategy would be necessary in order to truly put their marketing initiatives to task. "Annodyne had all the right answers," says Kerr when asked about her decision to put a Digital Agency at the helm. "In a downturned market, the right positioning and the right message are only two critical factors. The ability to then track the effectiveness of all of our marketing efforts to achieve the best return on investment is absolutely critical to staying the course."

While today's troubled economic forecast seems dreary for the travel industry, Annodyne is confident in their experience, which includes leveraging new online marketing channels, such as social media platforms for the AAACVB. Identifying and connecting with multiple audience segments both on- and offline will be crucial in converting qualified leads, as well as confirming new hotel bookings and visits to the Ann Arbor area.

Annodyne's expansive knowledge around direct response marketing will be apparent through a series of mechanisms implemented to engage the AAACVB audience. Data capture of visitor profile and behavioral preferences, in addition to a fleet of ongoing communications will dramatically enhance the relationship between the AAACVB and their prospects during the critical decision-making process.

As part of the AAACVB's annual marketing campaign, Annodyne will leverage Annotrak™, its proprietary marketing campaign management and measurement system. Designed to simplify and automate the tracking of multi-channel marketing campaigns, the software offers instant visibility into each channel's performance, both on- and offline, in order to gauge ROI. In addition to monitoring and optimizing marketing dollars through Annotrak, it will also be possible for the AAACVB to track transactions through their website down to hotel booking confirmations.

Anthony Campisi, President and CEO of Annodyne, Inc. is both excited and energized for the year ahead. "The opportunity for Annodyne to partner with the AAACVB in achieving their organizational goals reinforces our foundational philosophies," says Campisi. "Our vision for the CVB this year will integrate a strategic multichannel marketing plan with new technologies in order to achieve and track their desired results."

#### About Annodyne:

Annodyne, Inc. is a professional services agency focused on modernizing brands and businesses. They provide a full suite of integrated marketing solutions, to bridge the gap between traditional and digital media. Annodyne has partnered with a host of diverse clients, offering Internet business strategy, creative service, and technical execution. Their vision is centered on The New Marketing Economy™, which

promotes an Internet-centered marketing model. Annodyne is based in Blue Bell, PA, just outside of Philadelphia. Learn more about Annodyne at [www.annodyne.com](http://www.annodyne.com).