



FOR IMMEDIATE RELEASE:

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## **INFOCUS Appointed As List Manager for ABRET First Time on the List Rental Market!**

**(Warrenton, VA, July 30, 2009)** – INFOCUS has been appointed as the exclusive list manager of the **American Board of Registration of Electroencephalographic and Evoked Potential Technologists'** member list – brand new-to-market.

- 2,058 Certificants \$350/F

Established in 1964, ABRET is the national credentialing board for Electroencephalographic (EEG) Technologists, Evoked Potential (EP) Technologists, Long Term Monitoring (LTM) Technologists, and Neurophysiologic Intraoperative Monitoring (NIOM) Technologists.

ABRET credentials are internationally recognized and endorsed by the American Clinical Neurophysiology Society (ACNS) and the American Society of Electroneurodiagnostic Technologists (ASET). The ABRET List is an excellent choice as a stand alone list rental option or pairing with the ASET list.

These credentialed technologists measure electrical activity of brain waves, using an electroencephalograph (EEG) instrument, and conduct evoked potential response tests for use in diagnosis of brain and nervous system disorders. They work in hospitals, medical centers, research institutions and diagnostic laboratories. Their credentials must be renewed every 5 years.

View the complete ABRET Datacard online at [www.InfocusLists.com/Datacard/ABRET](http://www.InfocusLists.com/Datacard/ABRET)

For additional information from INFOCUS about the ABRET list and our complete suite of services available for Marketing Executives, please contact Jeannine Gibson at 800-708-LIST, ext. 3243, or [jgibson@infocuslists.com](mailto:jgibson@infocuslists.com).

### **About INFOCUS:**

INFOCUS is the premier provider of list management services serving over 150 professional and trade associations and publishers. As a result of its continued success and commitment to providing only the highest quality lists, Direct Marketing Executives spanning every interest from small to large companies, associations and non-profits regard INFOCUS as the preferred resource to acquire the best and most responsive lists for their marketing campaigns, along with optimizing their list rental sales.

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