



FOR IMMEDIATE RELEASE

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INFOCUS Appointed as NEW List Manager for the American Dietetic Association

(Warrenton, VA, September 22, 2009) – INFOCUS has been appointed as the exclusive list manager of the **American Dietetic Association** member mailing list:

- 93,868 Active Members & Non Member Dietitians \$155/M

The American Dietetic Association is the world's largest organization of food and nutrition professionals. ADA is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.

Membership is open to those who meet academic and experience requirements established by the association. Approximately 75% of ADA's members are registered dietitians (RDs), 5% are dietetic technicians, registered (DTRs) and 20% are students. Members include clinical and community dietetics professionals, consultants, foodservice managers, educators, researchers, dietetic technicians and students.

Members of ADA are responsible for and influence purchasing decisions across a wide array of businesses and industries including hospitals, clinics, foodservices and public health facilities. Members of ADA want to learn about new products, programs, services, ideas and advances that will provide them with the tools they need to promote and deliver optimal nutritional health and well-being.

With multiple selections available, the American Dietetic Association member list is your key to reaching the most highly regarded food and nutrition health professionals throughout the United States.

View the complete ADA datacard online at www.InfocusLists.com/Datacard/ADA

For additional information from INFOCUS about the ADA list and our complete suite of services for effective Direct Marketing campaigns, contact Jeannine Gibson at 1-800-708-LIST (5478), ext. 3243, or 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 own list rental sales.