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**EDUCATIONAL MARKETING SEMINAR DESIGNED TO HELP BUSINESSES
MEASURE AND MAXIMIZE MARKETING/ADVERTISING DOLLARS**

PALATINE, IL (May 2006) — A short, two-hour educational marketing seminar is being offered to help businesses measure and maximize marketing and advertising investments on June 15, 2006, in Palatine, Ill.

Titled “How to Measure and Maximize Your Marketing/Advertising Dollars,” the seminar will be presented by three presidents of local companies: Jason Perry, President of Azavar Technologies; Kari Mitchell, President of Patterson Advertising Reports; and Jim Nowakowski, President of Accountability Information Management, Inc. The seminar is being sponsored by *Firehouse* and *Advanced Rescue Technology*.

“In today’s highly competitive and constantly changing environment, it is important to frequently re-evaluate our position in the marketplace and challenge our marketing strategies to ensure greater success and profitability. This seminar is one way to take a quick break and uncover new methods for evaluating your marketing efforts,” said Larry Greenberger, Publisher, *Firehouse* and *Advanced Rescue Technology*.

The seminar is designed to help Presidents and business marketing executives learn just how effective your current marketing spending is, as well as uncover specific measurements for each marketing activity. There will be two sessions offered to facilitate executive's working schedules: 12:30 - 2:30 PM, and 4:30 - 6:30 PM. Seating is limited.

For complete information and registration, visit www.a-i-m.com/roi or contact:
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