

Aldonna R. Ambler, CMC, CSP The Growth Strategist™

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Achieving Accelerated Growth With Sustained Profitability®

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STRATEGIC INITIATIVE TO SPARK CONTINUED GROWTH OF MIDSIZED COMPANIES IN MID-ATLANTIC AREA *Strategic Alliance – The Growth Strategist™ & Creative Marketing Alliance (CMA)*

HAMMONTON, NJ – June 30, 2009 - As part of a strategic initiative to spark continued growth in the Mid-Atlantic area's mid-sized companies, despite the recession, The Growth Strategist™ and Creative Marketing Alliance (CMA) have become strategic alliance partners.

The goal of this partnership will be to help businesses take the necessary steps to continue growth, despite economic challenges, and reverse the signs of a "missing middle" economy.

"Recessions actually bring unique opportunities," says The Growth Strategist™, Aldonna R. Ambler, CMC, CSP, "but any limitations in a company's business model become magnified." We are determined to help mid sized businesses make important decisions, clearly convey their value, and have the resources they need to continue to serve their customers."

Ambler has earned the right to be called The Growth Strategist™. She has won over 2 dozen national and statewide "entrepreneur of the year" awards for the resilient growth of her own businesses across 4 recessions. More importantly, her midsized, business-to-business, service, technology, and distribution client companies get on and then stay on published lists of the fastest growing privately held companies. Ambler is an executive advisor, leads strategic planning retreats, hosts a weekly peer-to-peer talk radio show, speaks at business conferences, and serves as a growth financing intermediary.

Headquartered in Princeton, New Jersey, CMA is a full-service integrated marketing communications firm. For 22 years, CMA has provided clients with high-impact marketing campaigns and creative services designed to build market share through their seven business groups which include Marketing, Advertising, Public Relations, Sales Support, Interactive, Direct Response and Publications.

Together, The Growth Strategist™ and CMA have produced impressive results for clients. Ambler was particularly impressed with the creativity and writing skills of CMA's direct mail campaigns when they worked together to help Granite City Electric become the country's #1 independent electrical wholesaler.

"We are impressed with Ambler's ability to help executive teams quickly analyze opportunities and resources then select and embrace powerful growth strategies," says CMA's CEO, Jeff Barnhart. "Many mid-sized companies simply aren't ready to let the recession claim their business without a fight. The businesses that are still driven and growth-oriented are the ones who will benefit from the combination of Ambler's proven growth strategies and CMA's results-oriented marketing execution," said Barnhart.

For more information, please visit www.TheGrowthStrategist.com or www.cmasolutions.com.

About Aldonna Ambler, The Growth Strategist™

Known as The Growth Strategist™, Aldonna R. Ambler, CMC, CSP, is an award-winning entrepreneur, speaker at national business conferences and annual corporate meetings, prolific author and an intermediary who helps midmarket companies obtain growth financing all while *Achieving Accelerated Growth with Sustained Profitability®*. Ambler also hosts The Growth Strategist, a weekly peer-to-peer-to-peer online radio program at www.business.voiceamerica.com that features interviews of CEOs/presidents of midsized companies sharing success tips about the growth strategy-of-the-week. She is the president of the international firm, AMBLER Growth Strategy Consultants, headquartered in Hammonton, NJ. For more information, please visit www.TheGrowthStrategist.com.

About Creative Marketing Alliance, Inc.

Based in Princeton Junction, NJ, Creative Marketing Alliance (CMA) is a synergy of marketing and management businesses providing proven strategic, creative and management resources to achieve client goals through its allied businesses: CMA Marketing and Communications, CMA Association Management and CMA Healthcare Marketing. CMA has received 175 industry awards in its 22 years of business. Please visit www.cmasolutions.com for more information.



The Growth Strategist™