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**For Immediate Release**

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**MMI Associates, Inc. Named Agency Of Record For  
Women Presidents' Organization**

*Local Public Relations Firm Provides Public Relations Services To National  
Women Presidents' Organization*

RALEIGH, N.C. – MMI Associates, Inc., has been named agency of record for the Women Presidents' Organization, a nonprofit membership organization of women entrepreneurial presidents who promote the acceptance of women entrepreneurs in all industries. The firm will provide media relations services to the organization, which has 50 chapters in 40 cities nationwide.

"We are honored to have been chosen to work with Women Presidents' Organization," said Patty Briguglio, President. "Women entrepreneurs make up a thriving business sector and we are excited to be instrumental in furthering WPO's mission of promoting the acceptance and advancement of women entrepreneurs in all industries."

About Women Presidents' Organization:

The Women Presidents' Organization (WPO) is a nonprofit membership organization whose members are a diverse group of entrepreneurial women presidents who have guided their businesses to generate at least \$2 million in gross annual sales or \$1 million for a service-based business. Each WPO chapter serves as a peer advisory group and empowers members to achieve increased business and financial success, as well as individual growth. Local chapters are coordinated by a professional facilitator who organizes meetings of the peer advisory group to focus on important business issues and cutting-edge business trends. WPO member businesses have an average of \$11 million in annual revenues, 112 employees, and 18 years in business.

About MMI Associates, Inc.:

MMI Associates, Inc. is a full-service marketing and public relations firm offering a wide range of services to help clients achieve measurable results in brand awareness, name recognition, market penetration and crisis management. Established in 1994 in Phoenix, Arizona, this award-winning firm was named one of the top 10 public relations firms in the state by *Arizona Business Magazine* and *bizAZ Magazine*. In North Carolina, the *Triangle Business Journal's* Book of Lists for 2004 and 2005 recognized MMI as one of the top public relations firms in the Triangle. The firm has received numerous MarCom Creative Awards, the 2005 Videographer Award and the 2004 Communicator Award. For more information, please call 919-233-6600 or visit the website at <http://www.mmimarketing.com>.

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