

# AdMission Directories Wins Gold at Yellow Pages Association Annual Industry Excellence Awards; Enhanced, Interactive AdMission IYP Recognized as Marketing Innovation

March 14, 2005 08:02 AM Eastern Standard Time

SAN RAMON, Calif.--(BUSINESS WIRE)--March 14, 2005--AdMission Corporation, a provider of directional advertising solutions, today announced that its AdMission Directories(TM) was awarded the Gold Award in Marketing Innovation from the Yellow Pages Association(TM) (YPA). The Award was presented on Tuesday, March 8th at the Annual Industry Excellence Awards held as the final gala event of the 2005 Power of the Yellow Pages annual conference and exhibition. The Marketing Innovation Award is described as "marketing strategies that attract advertisers and promote Yellow Pages advertisers to expand their current programs," and is judged by noted yellow pages industry leaders and YPA stakeholders.

"The Yellow Pages Association is pleased to have IPIX AdMission as a member, and we extend our sincere congratulations on its Gold Award," said Christopher Bacey, director of business communications, Yellow Pages Association. "Programs like IPIX AdMission's are a testimony to the best marketing innovations in the industry."

AdMission Directories is built on the IPIX AdMission enhanced media platform, and features tabbed, interactive display ads that showcase key business facts, company logos, product photos, coupons, e-forms, web links, maps and more.

"Our mission is to provide local advertisers with the means to create rich, visual ads showcasing their businesses, products and services, resulting in more relevant searches for consumers, and qualified local advertisers," said Sarah Pate, president and CEO, AdMission Corporation. "It is a great honor to receive this recognition, from the YPA and esteemed industry leaders involved with the Awards, on the relevance of our goal to the IYP industry."

About AdMission Corporation

[www.admissioncorp.com](http://www.admissioncorp.com).

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