

FOR IMMEDIATE RELEASE
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ACCENT MARKETING SERVICES LAUNCHES CUSTOMER ENGAGEMENT CHANNEL ON TMCNET

Jeffersonville, Ind. (Jan. 16) – ACCENT Marketing Services, LLC, a member of the MDC Partners Network and provider of customer engagement solutions, announced today it has partnered with global integrated media company Technology Marketing Corporation to launch the Customer Engagement Channel on the TMCnet Online Community program.

The Customer Engagement Channel is designed for decision makers from service providers to enterprises seeking information about how to engage today's distracted consumers in real-time conversations across contact center, online and social media channels. Information provided on the channel addresses issues important to decision makers, including how to profitably acquire, support, retain and grow customers across every lifecycle stage.

Visitors to the Customer Engagement Channel can also find valuable resources such as feature articles, industry news and white papers covering topics like conversion marketing, customer care, social media support, brand loyalty and customer lifetime value.

The Customer Engagement Channel can be found at <http://customer-engagement.tmcnet.com>.

“Today, consumers have more power than ever to positively or negatively impact brands and that power grows every day,” commented Kelly Hilton, Director of Marketing and Corporate Communications at ACCENT Marketing Services. “As the leader in customer engagement, ACCENT is pleased to partner with TMC, the leader of communications and technology media, to create a customer engagement channel exclusively for brands that want to transform their customer service channels into powerful relationship and brand-building tools.”

TMCnet is the leading website for communications and technology professionals, covering VoIP, IP communications, CRM, contact center and information technology topics. As a full-service news portal, the site provides a multitude of educational platforms, including global online communities, channels, podcasts, webinars, white papers, TMCnet Mobile and more. It is visited by nearly two million unique monthly visitors and generates more than 40 million page views every month, according to Webtrends.

“TMCnet welcomes ACCENT's Customer Engagement Channel into our Online Community program,” stated TMC President Dave Rodriguez. “ACCENT Marketing Services is a well-respected customer engagement leader that shares our vision of advancing new technologies. Our Online Community program is a powerful community-building vehicle assisting our partners in building their brand, while contributing to the vast array of valuable content, which drives traffic to TMCnet, the most visited communications and technology website in the world.”

About ACCENT Marketing Services, LLC

ACCENT, a member of the MDC Partners Network, is the performance marketing company for brands that need to maximize their ability to engage with consumers and influence behavior while generating a better return on their investment. The company's data-driven approach transforms customer service touchpoints across voice, online and social media channels into powerful relationship and brand-building tools. Founded in 1993, ACCENT employs more than 2,000 people across the United States, Jamaica and the Philippines. For more information, visit www.accentonline.com.

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