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Media Contact:

Dan'I Mackey Almy
972-719-9096
dalmy@dma-solutions.com

DMA SOLUTIONS' PRESIDENT TO SPEAK AT PMA FRESH CONNECTIONS: AUSTRALIA

Dan'I Mackey Almy to lead session, Packaging: A Way to Sell More Produce

Irving, TX (August 11, 2008) DMA Solutions, Inc., a marketing and business development boutique for the fresh produce industry, announces today that President and Managing Partner, Dan'I Mackey Almy will be a featured speaker at the 2008 PMA Fresh Connections: Australia Conference on Friday, August 15, 2008 at the Four Points by Sheraton Hotel in Sydney, Australia.

The session titled, *Packaging: A Way to Sell More Produce*, will highlight the importance of examining the trends that impact packaged products, the current state of sustainable packaging, and the imperative challenge of understanding the changing demands of consumers when selling produce. Almy will also explore the various ways in which packaging can impact sales and be utilized as a marketing tool. Immediately following her presentation, Almy will moderate a panel discussion featuring industry leaders who will address their perspectives on packaging innovations.

"I am honored to have been given the opportunity by PMA to speak to industry leaders in Australia and New Zealand," said Almy. "I am eager to speak about the impact that packaging has on the global fresh produce industry and the opportunities that surround packaging as a conduit for increasing consumption and sales."

The PMA Fresh Connections: Australia conference will be held August 14 and 15, 2008 and will feature five speakers discussing industry, consumer, and marketing trends in the fresh produce industry. The sold-out event includes 18 exhibitors and will serve as a networking and learning opportunity for produce industry leaders from Australia and New Zealand.

For more information about the event, visit <http://pma.com/events/freshconnectionsAustralia.cfm>

About DMA Solutions

DMA Solutions, Inc. is a leading marketing and business development company in the fresh produce industry. Working as an integrated marketing resource, we provide customized solutions that positively impact our clients' bottom line. Our successful track record ranges from the enhancement of traditional sales and marketing tools to the development and implementation of cutting edge business strategies and marketing initiatives that enrich our clients' value proposition. www.dma-solutions.com

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