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DMA SOLUTIONS INTRODUCES FRESH PRODUCE INDUSTRY BLOG

"The Core" Dedicated to Connecting, Inspiring and Engaging Creative Minds

IRVING, TX (January 28, 2009) -- DMA Solutions, Inc., a marketing and business development boutique, today announces its new blog, "The Core," which is dedicated to connecting, inspiring and engaging creative minds within the fresh produce industry. DMA Solutions has developed The Core for new and veteran marketing and produce industry professionals with an interest in learning and sharing great ideas and "raising the bar" in fresh produce marketing.

"We are so enthusiastic about the marketing opportunities and potential within the fresh produce industry. With creativity and the right tools, marketing can be one of the most effective and affordable investments a company makes today," said Dan'l Mackey Almy, president of DMA Solutions, Inc. "We hope The Core will become a destination to connect bright and creative minds in our industry. By communicating our experiences, thoughts and insights through The Core, our intention is to inspire dialog and action to positively impact business for our clients and industry colleagues."

The Core features four distinct areas:

- "The Island" - features marketing and business ideas, insights and best practices
- "The Pantry" – gives information to keep on hand for business planning and strategy
- "The Cookbook" – for the lighter side of life; topics range from favorite food and wine to restaurants and destinations
- "The Scale" – asks questions on what viewers think about a particular topic

Each entry provides a place for viewers to give their perspective and engage in discussion.

The Core will be published weekly to subscribers. View The Core and sign up for updates at <http://thecore.dma-solutions.com/pr>.

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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