

CW Allen Group Announces Strategic Alliance with ListeNation

BIRMINGHAM, 1 March 2007 – CW Allen Group today announced a strategic alliance with ListeNation Corporation, a company specializing in voice marketing.

"ListeNation is great technology. It is a perfect compliment to our collection of event innovations. Exhibitors and show organizers alike are always looking to increase attendance. Using ListeNation, in conjunction with our Attendee Acquisition Advantage™ program; reaches thousands of prospective attendees and increases **BOTH** event attendance and exhibitor traffic" says Charles Allen, CEO of the Charles Allen Group. "Ray Baum and the staff at ListeNation offer a valuable service and understand quality customer service; and we look forward to our customers benefiting from this partnership."

ListeNation opened its doors in 2000 and in 2001 began focusing on the meeting, trade show and exhibition industry. ListeNation delivers a warm, personal, relevant message to a recipient's voicemail box or answering machine. ListeNation applies three key elements to every campaign: the message must be relevant to the customer; have a definitive perceived benefit, and must contain a clear and concise call to action.

ListeNation's Director of Client Relations, Ray Baum, comments, "We are very excited to align with The C. W. Allen Group. Charles is a true visionary in the trade show and events industry. He has a sixth sense about matching the right combination of products & services to his clients' needs, which ultimately focuses a show's marketing efforts."

About ListeNation

ListeNation pioneered Digital Voicemail Broadcasting for the trade show and event industries and was named 2004 "Rookie of the Year – Supplier" by the International Association of Exhibitions & Events (formerly IAEM). Show Managers use ListeNation to deliver personal, relevant voicemail messages to association members and/or attendees reminding them to register for a show, book hotel rooms or simply drive traffic to a specific booth. The ListeNation Call has become "standard practice" for a majority of flagship shows in the U.S. and Canada. In 2006, ListeNation became the IAEE Preferred Services Vendor for voicemail marketing, solidifying its position as the industry's true leader.

About The C. W. Allen Group

The Group was founded by one of the exhibition industry's true "pioneers", Charles W. Allen. The C.W. Allen Group focuses on maximizing net sponsorship & sales, expert sales training/coaching, professional speaking services, as well as full-service Integrated Marketing Communications solutions. The CW Allen Group consists of a seasoned team of exhibition and meeting industry professionals with over 75 years of exhibition industry experience. This breadth and depth of "team talent" allows for the creation of tailored solutions, supported by meaningful practical experience and know-how.

Call +1 (205) 263 0555 or visit www.cwallengroup.com for more details.

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