

Contact: Melinda Ligos, Senior Vice
President of Professional
Development
Phone: 215-953-3434
Email: mligos@asicentral.com

Media Release
For Immediate Release

ASI Launches Industry Certification Program
*The industry's most user-friendly program offers hundreds of live
and on-demand courses in an easy-to-track digital platform*

TREVOSE, PA – September 22, 2010 – ASI today announced the launch of the Advertising Specialty Institute Certification Program, the industry's only free certification program, created on a user-friendly digital platform.

“In such a competitive market, distributors, suppliers and decorators need the skills to out-think, out-perform and out-service the competition,” said Timothy M. Andrews, president and chief executive officer of ASI. “This program's sole purpose is to elevate the level of expertise and professionalism of all members of the advertising specialty industry.”

ASI, which invests \$1.3 million annually to educate industry practitioners, will cover the estimated annual cost of \$100,000 to support this certification program.

“For years, our members have asked us to create a certification program to recognize their continuing education achievements,” Andrews said. “In 2010 alone, 4,600 distributors took more than 16,000 live education courses at *The ASI Show*, making ASI the largest educator in the industry. With the demand for such a program stronger than ever – and the comprehensive live and online ASI Education curriculum we offer for free to members – this is the perfect time to launch an industry certification program for novices and veterans alike.”

The ASI Certification Program offers two certification levels:

BASI (Bachelor of Advertising Specialty Information)

BASI certification courses serve as a solid foundation for all ASI distributors, suppliers and decorators. The BASI curriculum will arm them with the fundamental knowledge they need to thoroughly understand and navigate the promotional products marketplace profitably, and develop solid relationships with their colleagues that will help them prosper in the industry.

MASI (Master of Advertising Specialty Information)

MASI certification courses provide ASI distributors, suppliers and decorators with advanced knowledge of the advertising specialty industry. MASI holders are recognized as the true industry experts who've cultivated profitable and collaborative relationships

with distributors and suppliers. This designation is a testament to their contributions to the advertising specialty industry.

“Participation in the Advertising Specialty Institute Certification Program is user-friendly and hassle-free,” said Melinda Ligos, senior vice president of professional development at ASI. “All courses are automatically tracked electronically via our proprietary digital campus (www.asicentral.com/onlinelearning), so participants can easily access their transcripts and remaining course requirements.”

Both live and online ASI Education courses qualify for BASI and MASI credit. Candidates must complete certification within three years of beginning the program. Following defined guidelines, courses taken at a past *ASI Show*, on ASI’s Online Learning Center, or completed at major industry events, such as the PPAI Expo or regional association conferences, will be eligible for transfer.

Benefits for ASI members who earn BASI and MASI certifications include:

- Invitations to exclusive cocktail receptions at *The ASI Show*
- VIP access to select events, such as Keynotes at *The ASI Show*
- Advance copies of ASI surveys and research
- Exclusive quarterly conference calls with ASI President and CEO Timothy Andrews
- Framed BASI or MASI certificate for display
- Authorization to use BASI or MASI designation with their professional titles
- Recognition of their BASI/MASI certification in ASI magazines and e-newsletters

ASI members can begin the ASI Certification Program immediately, by taking online courses at ASI Education Online Learning Center (www.asicentral.com/education). A full slate of online offerings, including webinars, video packages and ASI Radio programs, will be available November 1, 2010 on the Online Learning Center. Educational sessions at the ASI Power Summit, taking place November 7-9 in Florida, are eligible for the program, in addition to the live courses at all *ASI Shows* in 2011.

Go to www.asicentral.com/education for a complete overview of ASI Education. Featuring an unmatched portfolio of education opportunities, the wide variety of programs includes live seminars at the five *ASI Shows* and 70+ Advantages Roadshows, ASI’s Online Learning Center on-demand courses and more than 50 archived webinars.

For more information, contact Melinda Ligos, ASI’s editor-in-chief and senior vice president of professional development, at (215) 953-3434 and mligos@asicentral.com.

About ASI

The Advertising Specialty Institute (ASI) is the largest media and marketing organization serving the advertising specialty industry, with a membership of over 26,000 distributor

firms (sellers) and supplier firms (manufacturers) of advertising specialties. Supplier firms use ASI print and electronic resources to market products to over 22,000 ASI distributor firms. Distributor firms use ASI print and electronic resources, which contain nearly every product in the industry from more than 3,500 reputable suppliers, to locate supplier firms and to market services to buyers. ASI provides catalogs, information directories, newsletters, magazines, websites and databases, and offers e-commerce, marketing and selling tools. Visit ASI online at asicentral.com and on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), the [CEO's blog](#) and the [ASI Social Network](#).