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**DIRECT RESPONSE MARKETING VETERANS FORM AOR DIRECT, LLC**

Industry Power Team offers Innovation, Integration and Focused Service

**Scottsdale, AZ-- (April 20, 2009)** – AOR Direct, the industry’s newest direct marketing agency opened its doors February 1<sup>st</sup>, 2008. The company was founded by three industry professionals, whose team has more than 50 years of experience. As experts in campaign evaluation, positioning, and media management; AOR Direct is a dynamic direct response agency providing large scale solutions with personal attention to detail.

AOR Direct’s business philosophy is simple.... Maximizing “All Our Resources” to bridge a successful partnership between the product marketer and direct marketing vendors. Whether it is partnering with a telemarketing company or finding a cutting edge producer, the AOR Direct team realizes every marketer has unique needs and they are committed to meeting them without using cookie cutter approaches.

“We are focused on cultivating the entrepreneurial spirit within current and prospective product marketers,” says Chris Dompier, President, “And with our collective experience in the marketplace we are able to promote the synergy between all the vendors necessary to execute a successful campaign, and in turn give our clients great value.”

AOR Direct offers the expertise and connections a direct response marketer needs to develop a successful long term marketing campaign. “Maximizing relationships is key in this business and is our biggest strength,” says Mike Horner, VP Client Services.

AOR Direct handles all aspects direct product marketing and implementation from creative consultation, campaign set up and roll out, cross channel media placement, web optimization and public relations. Offering turnkey advertising solutions, they are experts at creating a coherent vision with an attainable goal. With their combined capabilities, media planning and buying power, AOR DIRECT is able to deliver value-added services to their clients.

“Were not merely another marketing firm, we are committed to maintaining long term relationships within the direct response marketplace,” says Michelle Green, VP Marketing & Sales, “Through these relationships, both old and new; we work with friends not companies.”

AOR Direct is located at 15950 N. 76<sup>th</sup> Street, Suite 120 in Scottsdale Arizona, 85260. For more information on the company please visit the website at [www.aordirect.com](http://www.aordirect.com) or call 480-998-3760.

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