



CMA and The NewsMarket Team to Provide Online Video Solutions to Government Agencies

The NewsMarket services added to CMA GSA Schedule contract

NEW YORK/VIENNA, VIRGINIA, April 1, 2009 – Computer Marketing Associates, Inc. (CMA), a leading government marketing and contracts services firm, and The NewsMarket (www.thenewsmarket.com) today announced a partnership to facilitate the acquisition of video solutions by the public sector. Effective immediately, government agencies will have access to The NewsMarket's innovative video solutions via the CMA's GSA schedule.

The NewsMarket is the leading global video platform that enables organizations and government agencies to aggregate, distribute and syndicate content to key audiences. More than 25,000 news organizations in 190+ countries use the company's platform to access video. The NewsMarket has particular expertise in the public sector and works, amongst others, with the U.S. Department of State, the U.S. Bureau of Engraving and Printing and the National Cancer Institute, as well as international organizations such as UNICEF, the International Monetary Fund and The Commonwealth.

According to **Joe Corini**, CMA President, "At a time when government agencies are increasingly looking for innovative solutions to communicate with their key audiences, our relationship with The NewsMarket will expedite the process for government agencies to acquire cutting-edge video solutions through the CMA GSA Schedule contract."

"Demand from the public sector for our services has grown dramatically and we needed an experienced partner to help us manage the GSA Schedule sales. CMA has not only the market knowledge, but also to the commitment to customer service and quick turnaround times we needed." said **Jim Lonergan**, President and CEO of The NewsMarket.

About The Newsmarket

The NewsMarket is the leading platform used by global brands, governments and NGOs to communicate with all their key audiences using video. The NewsMarket combines award-winning, proprietary technology with a unique, strategic approach to support the marketing programs of the world's leading brands including General Motors, Volvo Cars, the U.S. Department of State, IBM, UNICEF, Facebook and Google. The company's media site (www.thenewsmarket.com) is used by more than 25,000 media outlets in 190 countries to view and order free news video. Headquartered in New York, the company also has offices in London, Ahmedabad, Mumbai, Beijing and San Francisco. To learn more about us, visit: www.thenewsmarket.com/postingcontent.

About CMA

Founded in 1989, CMA is a leading provider of government marketing services. The CMA marketing, business development and contract services provide integrated solutions to companies seeking to grow their public sector business. www.cmai.com.

For more information and interview requests, please contact:

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