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News Brief

Mobile Marketing Association Adds New Members

Thursday, Feb 28, 2008 7:45 AM ET

THE MOBILE MARKETING ASSOCIATION HAS added 33 new members to bring its worldwide total to nearly 600 companies.

Among the new members: O2, Telecom Italia SpA, Iamota Corp., Mobisix, MGM Grand, and 1024 Wireless Services. Over the last two years, the MMA has expanded membership by 350%.

In March, the trade group will add a Latin American chapter to the three already covering North America, Europe, the Middle East and Africa, and Asia-Pacific. Each chapter has its own regional board of directors.

--Mark Walsh



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