



PRESS RELEASE

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VISTAGE ADOPTS ZUZA'S PLATFORM TO MANAGE ITS MARKETING MATERIALS

Global peer advisory membership organization uses ZUZA to simplify production and delivery of marketing materials to staff in 15 countries.

October 28, 2013 -- San Diego, CA -- [ZUZA](#), provider of marketing asset management solutions that simplify marketing operations, is now serving [Vistage International](#), a global organization offering professionally facilitated, private advisory groups for CEOs, executives and business owners. Vistage is using ZUZA's online marketing portal, commercial printing, inventory and fulfillment services to streamline and accelerate getting tailored marketing materials in the hands of its group chairpersons in 15 countries.

With Vistage's worldwide growth, it became prohibitively difficult to fulfill requests from its globally dispersed staff for marketing kits and literature. Obstacles included an online ordering system that was difficult to use, an approval, print and fulfillment process that was very labor intensive, the challenge of maintaining brand consistency out in the field, and simply lacking space at Vistage corporate headquarters to store and track a large inventory of literature. Vistage searched for a vendor that could overcome these obstacles, with a marketing solution that could scale to support Vistage's growth. Vistage chose ZUZA as its go-forward provider.

"My team and I were impressed with how robust ZUZA's online ordering system is, and we knew we absolutely needed this at Vistage," said Athan Anas, Direct Marketing Supervisor for Vistage International. "ZUZA's online platform makes it easy for our chairs in the field to customize and order the materials they need, while letting our team control how these materials can be customized. ZUZA prints, inventories and fulfills all material for us, with a seamless, automatic process we don't have to think about. This frees us to focus on strategic things instead of being bogged down with fulfillment tasks."

A video testimonial about using the ZUZA platform given by Vistage marketing staff can be viewed at <http://zuzamam.com/success-stories/>.

About Vistage International

Founded in 1957 and headquartered in San Diego, Calif., Vistage assembles and facilitates private advisory boards for CEOs, senior executives and business owners. Vistage members participate in monthly, Chair-led, private advisory board meetings. More than 17,000 members in 15 countries also have access to one-to-one executive coaching, expert speakers and our global network of business leaders. More information about Vistage International can be found at <http://www.vistage.com/>.

About ZUZA

ZUZA supports marketers to be Champions with a web-based platform that automates collateral management, including creating, producing and fulfilling customized marketing materials while ensuring a consistent brand. This powerful solution makes tailoring collateral for multiple marketing channels remarkably easy, fast and cost-effective. ZUZA's all-in-one marketing solution includes full-service printing and comprehensive mailing support from the company's state-of-the-art production facility, complemented with efficient inventory and fulfillment services. The company has headquarters in Carlsbad, CA and is located online at <http://zuzamam.com>.

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