



FOR IMMEDIATE RELEASE

**American Advertising Federation (AAF) and Shocase
Announce Social Media Partnership**

Partnership brings exclusive benefits on the nation's first social network designed for marketing professionals to the AAF's 45,000 advertising members

SAN FRANCISCO, (June 23, 2015) – [Shocase](#), Marketing's Professional Network, and the American Advertising Federation (AAF) today announced a social media partnership agreement. Through the partnership, Shocase will offer exclusive benefits to the AAF's 40,000 professional members and more than 5,000 student members. With Shocase and the exclusive package of Shocase benefits being offered to the AAF, AAF members will have an important new set of tools to network amongst each other and with other industry professionals to build their professional brands.

James Edmund Datri, President and CEO of the AAF, said, "This premium and exclusive package of benefits on Shocase is a great and exciting addition to the broad range of services and benefits provided to AAF members."

Shocase is the first social media network designed specifically for marketing professionals. Shocase integrates the best features of LinkedIn, Pinterest, Facebook and YouTube into one powerful and effective network, offering its members greater visibility to display their work, build their reputation and be inspired by the industry's best. The network also enables members to stay informed of the latest news and trends that impact their professional lives, build more working relationships and ultimately grow their businesses.

"The AAF is the only association representing all facets of the advertising industry, from its blue-chip corporate members comprising of leading national advertisers, ad agencies and media companies, to its 40,000 individual members in almost 200 local federations, to its more than 5,000 student members who are the industry's future," said Ron Young, Shocase's Founder and CEO. "So, we're thrilled to offer the AAF's large and broad member base the latest features on Shocase, as well as early and exclusive access to some soon-to-be-announced premium features that will further cement Shocase as the go-to social network for all of marketing."

About the American Advertising Federation

The American Advertising Federation (AAF), the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry, is headquartered in Washington, DC, and acts as the "Unifying Voice for Advertising." The AAF's membership is comprised of nearly 100 blue chip corporate members comprising the nation's leading advertisers, advertising agencies, and media companies; a national network of nearly 200 local clubs representing 40,000 advertising professionals; and more than 200 AAF college chapters with more than 5,000 student members. The AAF operates a host of programs and initiatives including the Advertising Hall of Fame, the American Advertising Awards, the National



Student Advertising Competition, the Mosaic Center on Multiculturalism, and summer AdCamps for high school students. For more information on the full range of AAF programming, visit membership.aaf.org.

About Shocase

Shocase is Marketing's Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. Watch our demo [video](#) to learn more about Shocase.

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