

PRESS RELEASE: Leiden, 11th April 2008



American Society of Nephrology signs a global representation deal with Accucoms

Accucoms, a leading provider of sales and marketing services to scholarly and society publishers today announced a deal with the American Society of Nephrology (ASN) to deliver sales, marketing and customer support services globally.

The ASN is committed to advancing the scientific knowledge and clinical practice of nephrology through stimulation of basic and clinical investigation and providing access to new knowledge. It publishes the leading kidney journal in the world, the *Journal of the American Society of Nephrology (JASN)* as well as the second most read journal by nephrologists, the *Clinical Journal of the American Society of Nephrology (CJASN)*.

Bob Henkel, Operations Manager, Publications, ASN said "Our publications team is very small and for the last 3 years, we have been managing our journal sales, customer service and marketing functions in-house with extremely limited resources. We know that our journals have tremendous international scope and so outsourcing the sales and marketing functions on a global basis makes perfect sense for us. We looked at a number of potential partners but the one thing that tipped the scales in Accucoms' favour was that every single client we spoke to only had good things to say about them."

Concerning the deal, Pinar Erzin, Managing Director, Accucoms stated "In order to outsource your sales and marketing functions on a global scale you need to have a great deal of trust in your partner. We are therefore honoured that the ASN has selected Accucoms to represent them internationally. It proves that our approach is working and our clients are seeing results".

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ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, and in US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.