



Press Release

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Contact: Beverly Howard
(212) 669-7764 office
(917) 226-4318 mobile
beverly.a.howard@uscg.mil

Amver nominated for Marketing Over Coffee award

NEW YORK – Amver’s foray into social media has been recognized by the team of John Wall and Christopher S. Penn at the Marketing Over Coffee Podcast. Amver has been shortlisted for a 2009 Marketing Over Coffee Award.

According to the website, <http://www.marketingovercoffee.com>, The Marketing Over Coffee Awards honor those who have done exemplary work in Marketing over the past year. Often the winners sit at the intersection of Marketing and Technology, having identified a future trend and put it to work. The awards also seek to honor those who educate, have a commitment to their community, are professional, and do work of the highest quality.

Amver is very active in social media using a blog as its main method of sharing stories and updates. The conversation doesn’t end there. Amver also leverages Twitter, YouTube, Flickr, and Facebook to reach the maritime and media communities to share stories or provide insight on safety and survival at sea.

“We are honored to be considered for this prestigious award”, said Benjamin Strong, Director of Marketing for the Amver program. “We have worked hard to use social media in our conversation with the maritime community and it is working very well.”

Amver, sponsored by the United States Coast Guard, is a unique, computer-based, and voluntary global ship reporting system used worldwide by search and rescue authorities to arrange for assistance to persons in distress at sea. With Amver, rescue coordinators can identify participating ships in the area of distress and divert the best-suited ship or ships to respond.

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Prior to sailing, participating ships send a sail plan to the Amver computer center. Vessels then report every 48 hours until arriving at their port of call. This data is able to project the position of each ship at any point during its voyage. In an emergency, any rescue coordination center can request this data to determine the relative position of Amver ships near the distress location. On any given day there are over 3,700 ships available to carry out search and rescue services. Visit <http://www.amver.com> to learn more about this unique worldwide search and rescue system.

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