



For Immediate Release

Vayan Supports Florida Disabled Outdoors Association's Premier Event Dedicated to Promoting Active Living

--Sponsorship resources are used to support SportsAbility, a three-day event that provides education on recreational opportunities for people with disabilities--

Boca Raton, FL (March 19, 2007)—Vayan Marketing Group, LLC, a leading multi-channel, permission-based marketing company, announced that it is a major sponsor of SportsAbility—the Florida Disabled Outdoors Association's (FDOA) annual event dedicated to providing education on the importance of physical activity and recreational opportunities for people with disabilities of all ages. Vayan will provide resources that will be used to help support the numerous indoor and outdoor programs scheduled for the mid-April event.

“SportsAbility is a powerful event that provides much needed education on accessible inclusive recreation for people with disabilities and their families and friends in Florida,” said Michael Medema, president of Vayan. “As a successful member of the state's corporate community, we believe it's crucial that we support the types of programs such as this that strengthen our overall community.”

This year's SportsAbility, scheduled April 12-14 at several locations in the Tallahassee area, is expected to draw more than 500 people, according to event coordinators. The event is highlighted by an indoor expo featuring more than 40 vendors with booths displaying the latest in products, active leisure programs, and disability services. In addition, hands-on demonstrations of activities include wheelchair and adaptive golf, basketball, an interactive fishing simulator, sit-down water skiing, hand-pedaled biking, horseback riding, tennis, and jet skiing. For more information, visit www.fdoa.org.

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About The Florida Disabled Outdoors Association

The Florida Disabled Outdoors Association is a non-profit 501(c)(3) organization that is working to ensure people with disabilities have those opportunities. Since its inception in 1990, the FDOA has promoted accessible recreation to persons with disabilities as well as the general public through special events, newsletters and community education. FDOA has also assisted in compliance of the Americans with Disabilities Act and worked closely with many state, local and private organizations to develop, enhance and/or support active leisure and recreation opportunities for people with disabilities across Florida and other states. For more information, visit <http://fdoa.org>

About Vayan Marketing Group, LLC

Vayan Marketing Group, LLC which began as a business in 2000, is a rapidly growing provider of marketing services. Vayan's range of services includes online lead generation, email marketing, offline marketing, list management, affiliate marketing, hosting, and creative design services. The Company is active across multiple online channels, as well as serving the offline channel with its provision of data list rental, list management and data enhancement for direct mail and telemarketing purposes. The Company's customers range from individual buyers of online leads to multinational corporations. Please visit www.vayan.com for more information.

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