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ACTIVE WEB GROUP, INC. ANNOUNCES HIA-LI ALLIANCE

Active Web to Assume Role in HIA-LI's Email Marketing Initiatives

HAUPPAUGE, NY, Thursday, October 19, 2011 – [Active Web Group, Inc.](#), a leading Internet Marketing firm headquartered in Hauppauge, NY, has today announced an alliance with [HIA-LI](#). Active Web will assume a key role in the prominent business organization's email marketing campaigns by providing their award-winning design, production and database management expertise on an ongoing basis.

"The HIA-LI's goal is to strengthen local business interests, but also for the region's economic benefit," comments HIA-LI's President Terri Alessi. "Active Web Group's involvement ensures our message will reach our intended target audience," Alessi notes. Pat Norton, Vice President and Director of Business Development, Active Web Group, concludes, "We are pleased to have a role in furthering HIA-LI's initiatives through our effective email marketing strategies, and look forward to a long and successful business alliance."

Active Web Group has a long and successful track record utilizing [digital social media](#) to promote businesses of every size and across many diverse industries. Their strategies for the Hauppauge Industrial Association will include unique designs aimed at getting HIA-LI's message across as well as techniques that will generate a higher response rate than the norm. In addition to [Email Marketing](#), Active Web Group also has extensive experience in [Web Design](#), Programming (all proficiencies including php, asp and asp.net), [Search Engine Optimization](#), Website Content Development, Graphic Design, [E-Commerce](#), Magento Ecommerce, WordPress Ecommerce and custom solutions and [Pay-Per-Click Marketing](#).

About HIA-LI

HIA-LI helps Long Island businesses prosper. For over 30 years, we have been the recognized voice for business on Long Island and a powerful force and economic engine for regional development. We provide a forum for business leaders to network, problem solve and obtain advice on critical issues facing their businesses. Our member companies represent tens of thousands of business professionals. We're headquartered in and support one of the largest industrial parks in the United States. HIA-LI programs and events promote strategic partnerships, targeted networking, and information sharing and business advocacy. Members benefit from our committees, educational programs, career resources, research capabilities, mentoring opportunities and business advisory services. For more information, visit <http://www.hia-li.org> or call 631-543-5355.

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