



FOR IMMEDIATE RELEASE

National Motor Club of America Inc. Selects Social Strategy1 for Social Media Engagement Services

Powered by Social Strategy1, [National Motor Club](#) Measures What Consumers are Saying about their Brands across Digital Media

Ponte Vedra Beach, Fla., November 4, 2010 - Social Strategy1, a leading provider of digital marketing strategy and social media monitoring solutions, today announced a partnership with National Motor Club of America Inc. (NMC), one of the largest independently owned motor clubs, and provider of emergency roadside assistance and other travel related services. NMC, whose brands include [Coach-Net](#), Auto-Net, Pinnacle Motor Club, NMC Field Services and EquiPass is deploying Social Strategy1's digital marketing solutions to expand and empower its increasingly online community of members.

The service will provide [NMCA](#) with detailed, real-time insights based on what consumers are saying about their brands, products, and industry on the web. Social Strategy1's team of seasoned analysts will monitor its proprietary SS1Engage platform which provides conversation mining from multimedia sources worldwide across social media websites like Facebook, LinkedIn, MySpace and Twitter, blogs, mainstream online news, video and photosharing sites, consumer forums, discussion boards, and other online publications related NMC.

"For decades motorists have relied on National Motor Club to be their emergency roadside champion," said Lisa Woodward, Chief Marketing Officer of National Motor Club of America. "With the emergence of social media, our members are becoming digital consumers, and our brand equity relies on what people are saying on the web. With Social Strategy1, we now have instant access to thousands of conversations across the country and around the world, and the ability to organize, filter and report on findings. The objective is to blend conversation data with our own method to unlock opportunities to [target new audiences](#) and provide benefits to both our members and brands."

Social Strategy1's President and Chief Operating Officer Dennis Stoutenburgh added, "As one of the largest and oldest motor clubs in America, National Motor Club excels at providing its members with

roadside and travel services. By working with Social Strategy1, National Motor Club has not only increased its online marketing capabilities, but also the strategic solutions offered to its members. We are able to provide information in real-time, allowing them to make informed decisions and we're delighted that National Motor Club of America has joined the rapidly growing group of US clients who are gaining the benefits of the web content mining by our social media monitoring analysts."

Social Strategy1 partners with companies to enhance their online posture by overseeing conversations taking place across social media websites. This process includes helping companies identify influencers, engage with users and manage their online reputation. Social Strategy1's social media monitoring and sentiment analysis platform serves as a smart customer service portal, by classifying and categorizing sentiment, engaging with users and discovering new business opportunities.

About National Motor Club of America

National Motor Club of America, Inc. (NMC) was founded in 1956 and as one of the largest independently owned motor clubs in the US, has become a premier provider of emergency roadside assistance and other travel related services. NMC serves the traveling public by offering travel safety information services and financial security products through direct sales, alliances, RV market segments and membership associations. NMC provides its members with quality of service and valuable peace of mind. Through its own operations, NMC serves hundreds of thousands of members throughout the United States and Canada. National Motor Club of America Inc. is headquartered in Irving, TX. For more information, visit www.nmca.com.

About Social Strategy1

Social Strategy1, a new venture from ILD Corp., leverages the most powerful social media monitoring technologies to help companies capitalize on the opportunities that are available on the increasingly open and social web. Social Strategy1's proven approach uses the expertise of social media listening analysts (SMLA) to interact with influencers on behalf of its clients with pre-set messages and context, using search engine marketing methods, social media monitoring tools and professional and savvy listeners to deliver game-changing online results for its clients' brands. For more information, contact Social Strategy1, www.socialstrategy1.com.

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