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**Services**

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## **American Name Services Hires Sam Clarke As Controller**

OREM, Utah (May 24, 2011) - American Name Services is pleased to announce the hiring of Sam Clarke as Controller. Sam joins ANS with Eleven years experience of accounting and finance in the manufacturing, service, and technology industries. Sam's contributions in his role as CFO and VP of Accounting at OrangeSoda over the last 4 years; combined with his ability to present performance metrics to the business, will be crucial in the next phase of growth for American Names Services.

### **About American Name Services**

Founded in 1995 and active advocates for the DMA, American Name Services has assisted thousands of businesses worldwide. As the data intelligence behind marketing strategies; utilizing the world's vast databases combined with state-of-the-art technology, unparalleled experience and customized partner relationships, clients are realizing the benefits of today's marketing strategies.

Experts implement the most advanced programming and analysis, to ensure efficiency and profitability strategically guiding companies to make good data decisions whether online or offline. National and International clients alike receive the benefits of Geo-targeting, extensive Data Cleansing and Modeling to maximize Ad Campaigns. Now through the development of campaign monitoring and tracking solutions ANS provides clients with even greater knowledge and metrics of advertising efforts. Empowering clients with the necessary tools to measure the effectiveness of ad promotions quantifies the success between marketing and sales departments enabling clients to realize the long-term value of the data.

For More Information visit [www.americannameservices.com](http://www.americannameservices.com) or call (800)434-1851

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