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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE PUBLISHES DIGITAL ANNUAL REPORT
Innovative paperless publishing reduces significant costs and environmental waste**

Singapore, 11 March 2011 – In its latest initiative to play its part as a responsible corporate citizen, the Marketing Institute of Singapore (MIS) has switched to a greener method in producing and distributing its 2010 Annual Report.

Published only digitally, the MIS 2010 Annual Report can be viewed online, saved as a file on the computer for later reference, or accessed via the mobile phone.

Compared to past years' reports which were published in print and disseminated by post, the latest 2010 Annual Report is produced and distributed at half the costs.

"As professionals today turn increasingly mobile, we saw the opportunity to present the traditionally printed Annual Report online so that it can be accessed by our members on-the-go at their convenience. With deforestation being one of the most serious environmental issues faced by the earth today, this paperless version is our way of reducing our carbon footprint and caring for the environment," said Mr Jeffrey Gomez, Executive Director of the Marketing Institute of Singapore.

This initiative is part of the MIS Cares Project, an organisation-wide project rolled out by the MIS since 2009 to address environmental as well as community issues.

See Change Pte Ltd, a digital editions solutions company, is MIS' partner in the publishing of the digital 2010 Annual Report.

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About the Marketing Institute of Singapore

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of "Creating Marketers". For more information of the Institute please visit www.mis.edu.sg.

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